

Destination Postcard

1. Noun
2. Adjective - Comparative
3. Noun
4. Noun
5. Verb - Present Tense
6. Noun
7. Noun
8. Noun - Plural
9. Noun - Plural
10. Noun
11. Noun
12. Noun
13. Adjective - Comparative
14. Noun
15. Adverb
16. Noun - Plural
17. Adjective
18. Adverb - Superlative
19. Noun
20. Noun - Plural
21. Noun - Plural
22. Adjective
23. Adjective

24. Noun _____

25. Noun _____

26. Noun _____

27. Noun _____

28. Noun _____

29. Noun _____

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As a result of consistently delivering deep thinking, an innovative spirit and great storytelling to our clients, Gongos has evolved in many ways.

From an external perspective, our clients are able to spontaneously articulate that Gongos is known for great stories that are a result of deep thinking and an innovative spirit. They will tell you that they come away from every interaction with us having learned _____ Noun _____ or having gained _____ Adjective - Comparative _____ clarity about the _____ Noun _____ and _____ Noun _____ problems they are _____ Verb - Present Tense _____ with. Without even seeing a company _____ Noun _____, they can spot our work out from the crowd and say, "No question about it. That's Gongos' _____ Noun _____." In fact, they so value it that they remain with us as _____ Noun - Plural _____ and become _____ Noun - Plural _____ of GR among their peers in the _____ Noun _____.

Internally, some important shifts occurred to bring GR to this place.

One shift came from a commitment at all levels of the organization to challenge clients' research and business assumptions - all in the spirit of helping both them and us gain clarity into the essence of their questions. Across the board, the desire to find "what lies beyond the _____ Noun _____" is strong within every _____ Noun _____ and drives them to dig a little _____ Adjective - Comparative _____ to discover it. If you asked employees, this evolution also came with a shift toward freeing employees to create great _____ Noun _____. Rather than feeling _____ Adverb _____ shackled

to rigid _____
Noun - Plural for everything, employees felt trusted to bring their _____
Adjective gifts to their
work, with standardized _____
Adverb - Superlative practices only put into place for "mission critical" elements of
our _____
Noun.

A true feeling of "ownership" also is pervasive throughout the organization. We identify with our

Noun - Plural, their business and their _____
Noun - Plural. We realize every project, every client
interaction, every decision we make is _____
Adjective both for our _____
Adjective development as well as
for the growth of the _____
Noun as a whole.

Beyond this, though, this feeling of ownership is rooted in a strong desire to play a part in writing the next
chapter of Gongos' history. Employees realize Gongos is a special _____
Noun and is creating a unique

Noun. Being a part of it taps into our desire to be the best that we can be individually and as a part of
something bigger than ourselves; something that we can point to at the end of our careers and say, "I helped
shape Gongos into the _____
Noun it is. And, at the same time, Gongos helped to shape me and help me grow
as a _____
Noun...and as a _____
Noun. It was the highlight of my career."