

# *How We Drive Customer Success as a Culture*



***Mitch Macfarlane***

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**DON'T GRIND  
THE GEARS**







**NEVER FACE  
THE FEDERALES  
ALONE**





**RALLY  
THE TROOPS**



# TRADER JOE'S

A red-tinted photograph of a Trader Joe's storefront. The image is dominated by a large, white, serif font spelling out "TRADER JOE'S" across the center. The background shows the building's facade, including a sign that says "TRADER JOE'S" above the entrance, a "13480" address number, and a "HANDICAPPED ONLY" parking sign. The overall aesthetic is clean and modern, with a strong color palette of red and white.



# Southwest







# EDDIE AIKAU





EDDIE  
WOULD  
GO.



**WILL  
YOU  
GO?**







canvas



A full-page background image featuring a surfer riding a large, curling wave. The sky is a deep, fiery orange, suggesting a sunset or sunrise. The water is dark and turbulent, with white foam from the wave's crest. The overall mood is intense and dramatic.

**WILLINGLY  
MAKING OUR JOB  
HARDER  
TO DELIVER THE  
INSTRUCTURE  
EXPERIENCE**



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