

Our values



Invest in people, diversity, and the stories we create together

People are our business. Case Study Buddy was created to tell strategic human stories at a world-class level while providing an exceptional customer experience. That's why we strive to make every interaction one that is uplifting, inclusive, and collaborative.



Act with integrity, even if it doesn't benefit the bottom-line

It would be oh so easy to bend our principles to turn a dollar. Maybe a company with looser ethics wants to partner with us. Or perhaps a client wants us to put words in a customer's mouth. We don't do that. In all things, we strive to do what's right, not what's easy.



Stay curious and keep innovating

We champion the innovators, the risk-takers, and the go-getters. We love it when people blaze a trail instead of settling for "good enough." We also celebrate the people who raise their hands, ask for help when they're stuck, and ask the hard questions that keep us honest.



Take responsibility and learn from missteps

How we respond to failure defines us. When things go wrong, we don't get defensive. We certainly don't give up. Instead, we own our mistakes. We do whatever we can to make it right. Then we pool our knowledge and learn from the missteps to avoid repeating them. If we do better next time, it's a win.



Collaborate with empathy, kindness, and respect

Everything we do is a team sport. Do your best, because your teammates are relying on you. Then trust that your teammates are pulling in the same direction and doing their best too. Don't forget to extend care and kindness to yourself as well; Case Study Buddy is at its best when you are too.



Build bridges, not barriers

Our collaborative spirit extends to our clients. We strive to build transparent processes, keep frequent communication, and ensure that our goals are aligned. We're invested in our clients' stories and their long-term success.