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Director of Sales and Marketing Says Stories Demonstrate Corporate Values in Action

‘I want to work for a company that has the same mission and values as I do’

When director of sales and marketing Julie Matthews returned to Brookfield LePage Johnson Controls Inc. (BLJC) in December 2011 after a six-year hiatus, she says it felt like she was “coming home.”

She says the real-estate management company’s internal news program, *Insights*, run by Axiom News, has helped her catch back up to speed with the company.

The articles illustrate the corporate values in action throughout the company, proving that the mission and values statements are alive and well.

“That’s so important because all of a sudden I know who I’m working for, what they’re doing, and what their focus is in a few minutes,” says Julie.

She says it’s essential for her job satisfaction to work for a company whose corporate values align with her own.

“For me, money isn’t my motivator,” says Julie. “I want to work for a company that has the same mission and values as I do.”

She says the *Insights* articles demonstrate the values in action by communicating them internally to employees, showing how leaders within the company are exemplifying BLJC’s purpose.

These stories empower other employees to make a difference in their own ways, Julie says, which is essential because BLJC is a service company.

“We are a service industry — we don’t sell technology or anything like that — we’re a service-based company, so our employees are everything in what we do,” says Julie.

Communicating how employees are living the BLJC values, like sustainability, innovation and integrity, is essential to inspiring others to continuously improve and grow the business.

If you have feedback on this story, please call the newsroom at 800-294-0051, ext. 29, or e-mail [ryan\(at\)axiomnews.ca](mailto:ryan(at)axiomnews.ca).