

Throughout society were surrounded with a numerous businesses and companies. Many of these great companies follow a great set of values and principles. These values followed is a factor when it comes to promoting a company forward. In my opinion the practice of values and standards, reflects the integrity of a company. You can tell a lot from these principles; it demonstrates to the customers how invested the company is in satisfying their customers and employees. As this analysis progresses, the importance of applying these principles will be shown and described, with the company Sweetwater used as an example.

Sweetwater, a company founded by Chuck Surack in 1979, from his recording studio out of the back of a Volkswagen bus. From a very begin we see humble beginnings, that influenced in maintaining this humbleness. Sweetwater focus on carrying and selling a variety of musical instruments that many companies don't specialize in. As I continued to study the actions taken by this company when practicing philanthropy, many examples I discovered. According to Sweetwater.com, Sweetwater, "No matter the issues, we will stay the course and continue to simply do the right thing — with compassion, with integrity, and most certainly, without bias." (Sweetwater, 2022) Sweetwater has partnered with nonprofit Music Will to help impact citizens through the nation to receive musical education. Perfect example of integrity, the founder and his team remembered the humble beginnings and now focus on giving other people the opportunity to learn musically. Sweetwater also practices great social health practices with their staff. On their campus they have a free health clinic, a fitness center, an in-house counselor, career coaches, development opportunities, expansive benefits, and equal pay. These benefits are super vital when budling an industry that is sustainable and positive. I can only imagine how this allows employees to work with a smile from ear to ear. This very important because these positive roots bear fruits to positivity relayed towards customers and believe or not even business competition. Did you know? That "The Sweetwater campus headquarters in Fort Wayne was one of the first 200 buildings in the entire world to become LEED Platinum Certified by the United States Green Building Council following its initial construction." (Sweetwater, 2022) Yes, I know I sound like broken record or maybe like sponsored promo, but this just shows how Sweetwater invests much their time and effort to converse energy which is vital to our communities. Now when it comes to what else Sweetwater can put in practice, I believe is volunteerism. This leads Sweetwater into sustainability and security. Why? Well, this generation that is growing is extremely influenced by music and not in a good way many times. We as a society rarely see any artist setting the example in giving back to the community and the environment serving other as we grow in stature. Our generation must understand and learn how positive it is to humble yourself and put our community first, a community handed to our responsibility we must pass it down it a much more enhanced and advanced state. Sweetwater shouldn't only focus on pushing their customers to learning music but building morals and values. When you develop a department that can go out in society and clean the park, give food to those in need. Your teaching kids the key life principle said by the one and only Jesus Christ: 'It is more blessed to give than to receive.'" (Apostle). This is key for society to understand that no matter how prosperous you become sharing that prosperity is what will bring upon more prosperity.

Sweetwater, a company that maybe isn't heard compared to many mainstream companies used throughout the world, but this is a company that is up and coming. To my experience this always offer me great customer service and this why I can speak with such security on what they offer to the table.