

# KURT SALMON ASSOCIATES

Kurt Salmon • Chairman of the Board  
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October 28, 1970

TO: Principals (USA and Europe)

SUBJECT: Enclosed report on KSA-Organization

The background and thinking behind the attached report are outlined in its introductory pages.

While the report deals with ways and means by which we plan to re-structure ourselves for greater effectiveness, it is in order to stress here that, being a professional organization, we continue to consider it to be our first obligation to see to it that the right professional experience is brought to bear on all client assignments and to secure the best possible results for our clients.

To assure this as a company, we plan to stress with increased vigor the "Account Executive Concept" vis-a-vis our clients and, internally, to place the greatest possible importance on communication among all KSA-ers concerned with any given assignment.

To you as individuals, the prime responsibility should be the performance of our professional work and the accumulation of satisfied clients.

Those in KSA who do this may feel secure in the knowledge that there is no "faster" path to the top in KSA; for, we are dedicated to the proposition that a man should not be judged simply by the statistics he--or the group to which he is attached--produces but that he should also be evaluated for his professional approach, for his ability to produce satisfied clients and his ability to think and act in KSA's best overall interests as opposed to the more parochial concept of what is good for his division, function, or region.

I hope you will find this document of interest and bring your questions to Atlanta with you, where we hope to be able to answer them.

Many of you contributed mightily to the creation of this concept. To you, our thanks and our pledge that we'll do our best to make it work.

Sincerely,

  
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