Since 1988, Insight has evolved from a technology start-up to a global IT player; from a private, home-based business to a publicly traded Fortune 500 corporation. In addition, Insight has grown through a number of acquisitions, bringing dynamic new cultures into the Insight fold. How do we drive cohesion and strengthen our One Team to perform more consistently, capture market share and increase our share of every dollar we sell?

Over the years, Insight has undergone an aggressive evolution of its strategy as the company grew from its roots as a low-cost, high availability product provider to offering a value proposition few of its competitors could claim: A global information technology provider of hardware, software and service solutions to business and government clients.

When asked about the evolution of the business, Insight co-founder Tim Crown said, “My brother Eric and I have always described the business as a series of strategic decisions. These led us from being a hard drive only company advertising in magazines on an inbound basis, to a multi-product cataloger, to a business to business product reseller with outbound sales, to an IT service provider.”

Around the same time Insight was founded, a number of competitors were also established and in much the same way. Through the years, these competitors have also evolved their strategies and focus areas to remain successful in a highly dynamic and competitive IT environment. These efforts have had varying degrees of success.

In 2011, the Insight senior leadership team knew the business had the right value proposition to grow to a new level of achievement. But they also knew success would take a concerted effort of disparate teams from across the globe, as well as tremendous focus on
productivity and a normalization of systems and processes. How would they help the teams work together more effectively? How would they help teammates accelerate the company’s growth and achieve sustained financial performance? What leadership practices would they use? How would they keep the team focused on the client while ensuring that the partners were engaged? What could they learn from Insight’s history that could guide them through the next year? They decided to look back to help them know how to look forward.

THE EARLY YEARS 1986-1996

While a student at Arizona State University’s W.P. Carey School of Business, Insight founder Eric Crown earned a “C” on his senior business project paper. His business proposal? A company that sells computer components by telephone—without inventory in stock—and fulfills the order by buying it from the supplier and shipping it directly to the buyer.

Entrepreneurial Spirit

In 1986, Eric and his brother Tim put this business plan to the test in the real world. With a $2,000 credit card advance, they bought space in a computer parts magazine to advertise a hard drive that cost less than they could buy it for. In the 20 days between their advertising purchase and the publication of the magazine, the cost of the hard drive had dropped and their gamble paid off. The Crown brothers’ company, Hard Drives International was born, earning a reputation for offering the lowest prices on hard drives.

Two years later, after expanding their product line and beginning to manufacture their own PCs, Tim and Eric changed the name of the company to Insight Enterprises to better reflect their growing business. In these formative years, Insight took phone orders from clients who called the company’s toll-free number, which it advertised in select publications.

The Mantra—No Limit

The brothers built a high energy, competitive and, some might say, “wild west” style culture which motivated their sales team and created a small, but loyal workforce in their Tempe, Ariz., offices. As an example of the culture they were building, when the brothers noticed a correlation between increased sales and casual Fridays, they decided to relax the dress code permanently. But instead of announcing it, they hinted at the pending change by arming the receptionist with scissors, which she used to cut each employee’s tie in half as they made their way through the lobby!

Contests, office parties and sales incentives all worked in combination to build a highly competitive and spirited sales organization. The brothers’ focused on providing an environment where teammates could work hard and play hard. In this culture, there was “no limit” to the amount of money teammates could earn, which built Insight’s reputation as “the place to work” in the Greater Phoenix area.

Was this an “insight” into how to motivate teammates today, the leadership team wondered? Was “dress code” an indicator of motivation? Were contests and parties, food and fun, the way to increase sales and attention on the clients and partners? One thing remained unchanged, they mused, “The amount of money employees could earn WAS a motivator.”

Diversification

By 1993, Insight introduced its own catalog and added outbound telephone account executives that expanded the company’s client base through actively calling prospects across the U.S. To accommodate the growing business, Insight opened its state of the art telesales center in Tempe, complete with four sales “stadiums” to house its expanding inbound and outbound sales teams.

This was also the year that Insight created Direct Alliance Corporation (DAC). Run as a separate entity, DAC was Insight’s business processing outsourcing division which provided
outsourcing services domestically and internationally for a number of major IT manufacturers.

**Initial Public Offering**
1995 was a watershed year for Insight. This was the year Insight Enterprises, Inc. became a publicly traded company, selling its stock on the NASDAQ under the ticker symbol NSIT. At the time of its IPO, the company’s annual sales were approaching $217 million.

**Shift to B2B**
During this same period the company strategically shifted its business model away from targeting individual consumers and focused on becoming a global direct-marketer, selling brand-name computers, hardware and software primarily to small-to-medium-sized businesses.

<table>
<thead>
<tr>
<th>1995 IPO</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales - $217 million (FY 1994)</td>
<td>Net Sales - $5.3 billion</td>
</tr>
<tr>
<td>Catalog company with inbound sales</td>
<td>Provider of global IT solutions with sales, consultants and service delivery</td>
</tr>
<tr>
<td>No acquisitions</td>
<td>6 acquisitions in 3 regions</td>
</tr>
<tr>
<td>&gt;30% of net sales to consumers</td>
<td>99% of net sales to business and public sector</td>
</tr>
<tr>
<td>&gt;20% of net sales were of Insight-branded computers</td>
<td>Serving 741 of the Global Fortune 1,000</td>
</tr>
<tr>
<td>Operations in the United States</td>
<td>Operations in 23 countries, 3 regions, 18 languages, 14 currencies, supporting clients in 190 countries</td>
</tr>
<tr>
<td>Earnings from Operations - $4.1 million</td>
<td>Earnings from Operations – $152.5 million</td>
</tr>
</tbody>
</table>

Finally in this same year, Insight launched its e-commerce website, www.insight.com, enabling business clients to purchase their IT hardware online.

**The Dollar Bill**
With the company’s growth and shift in business model came the need to refine its sales and advertising strategy. Under the old model, Insight spent $1 million a month on advertising to consumers. With the shift in focus to business-to-business (B2B) selling and switching to an outbound-sales model, Insight needed to hire an ever increasing number of high-caliber, go-getter sales talent who could master Insight’s line of 100,000 products. How could the brothers accomplish this shift and change in culture while remaining productive and profitable?

The brothers decided that this could be accomplished through the “personal touch.” Eric was adamant that he would meet each new sales rep as they went through training. As he moved forward, his message was always the same: Insight is in a low margin business, so it is essential to Be Smart, Work Carefully and Be Accurate. To illustrate the importance of this message, Eric would take out a dollar bill and fold it and then refold it and refold it until it was just a small “wad.” He would then hold it up and announce, “This represents how much we make for every dollar we sell.” This lesson, illustrating a fundamental tenet of being profitable in this market, helped morph and mold the culture. The company was much larger now, making fiscal responsibility and favorable margins a key to the company’s continued growth and competitive edge.

Eric folded a lot of dollar bills over the next five years, as Insight increased its sales force by 730%.

The leadership team reflected on this fundamental shift in culture. How could they instill an even greater understanding of this concept called “profitability?” What were the key learnings the leadership team could model for all teammates that would show them “how” to accelerate the growth of Insight going forward? They decided that collaboration was the key and that One
Team was the best approach. But was “fun” still a necessary component to a motivated and engaged workforce? The story of the Board Room influenced their thinking.

The Board Room

Despite the rapid growth Insight was experiencing or maybe because of it, the informal and often irreverent culture of the company continued. One day it was noticed that the conference room name plate for the Board Room was missing. It didn’t take long for the team to find it. It was hanging on the wall of the local brew pub down the street, which had become the official afterhours “Board Room” for the team. Though focus was on margin and productivity, fun was still a priority!

1997-2001 INTERNATIONAL EXPANSION

The IT industry enjoyed remarkable growth in the 80s and 90s, with many manufacturers, publishers, resellers and distributors struggling to keep up with market demand. With its direct-marketing model that targeted small-to medium-sized business clients, Insight also flourished during this time.

Montreal Calling

Despite the success Insight was experiencing, there was one problem: Phoenix’s time zone. Selling to the East Coast from Phoenix meant that account executives who had East Coast accounts had to come to work at 5 a.m. to start making calls. At the crack of dawn, it is a little tough to generate the level of enthusiasm and energy that’s required to make sales. To alleviate this problem, the search began for a second call center location to serve the East Coast.

Montreal had a large labor pool and was experiencing a high rate of unemployment. With the government offering very generous tax subsidies to incent companies to locate in Montreal, the brothers took the opportunity to expand operations across the border. Initially, the Montreal office—Insight Direct Canada—was an extension of the U.S.-facing inside sales organization. Based on the success of the Canadian operation, Insight made several more acquisitions in Canada. Eventually, Insight added a Canada-facing operation—Insight Canada—to serve enterprise and public sector organizations throughout the Great White North.

The British Invasion

In 1998, Insight acquired Choice Peripherals in the United Kingdom, thus establishing a presence “across the pond.” This acquisition brought with it PlusNet, a UK-based Internet service.

“I believe it is a good, strategic acquisition for them,” said Michael Rosen, an analyst with Blackford Securities. “I like the fact that it’s accretive to earnings, and I like the fact that it operates within Insight’s own line of business—they bought a business that is similar to theirs.”

—Direct Marketing News, May 11, 1999

Then in 2001, Insight bought Action Computer Supplies Holdings, a London-based technology direct marketer with operations in the UK and Spain. This was a game changer for Insight UK and made Insight the largest direct mail reseller in the UK.

Action, which had sales of about $460 million, was the largest in a series of acquisitions that broadened Insight’s global reach. Combined the companies had annual sales of more than $1.6 billion.

As the leadership team engaged more and more with Insight leaders around the world, the differences in style, pace, communication, practices and other culturally based “differences” surfaced. Believing that people have more similarities than differences, they considered what they could do or say that would engender camaraderie among these people living and working
miles and oceans apart? What was the unifying factor all could embrace, for the good of Insight and its many teammates worldwide?

2002-2004: WEATHERING THE DOT COM CRASH BY ENHANCING SERVICES

By 2002, 90% of Insight's revenue was from B2B. This represented a significant shift from its 1988-era client portfolio, which was skewed towards a consumer client base.

However, shortly after the new millennium arrived, the Internet bubble burst, resulting in a dramatic slowdown in IT spending among businesses. By July 2002, nearly 1,000 e-commerce and Web content companies had either closed or filed for bankruptcy. Startups and established corporations alike had invested heavily in technology to support Web ventures that ultimately failed to achieve expected profits on a massive scale. Instead of replacing systems every few months, businesses stretched their IT investments to leverage advanced processor speeds and other innovations more fully.

Developing Total Solutions

It was during this time that Insight acquired Illinois-based Comark, an IT products reseller and services provider that achieved net sales of $1.5 billion in 2001. This broadened Insight's existing client base of small businesses to now include medium-to-large enterprise and public sector clients. It also brought a vast array of services capabilities, including: advanced integration, custom configuration, enterprise consulting, implementation and project management, just to name a few.

Commenting on the acquisition, Tim Crown said, “The combined enterprise is better equipped to respond to changing market dynamics and well-positioned to remain a leading provider of IT products and services to businesses around the globe.”

Along with Comark’s sales offices came its distribution center. This enabled Insight to warehouse its own inventory, giving the company greater leverage during price negotiations. The distribution center is also home to Insight's ISO 9001:2008 certified integration and configuration labs, services that simplify the deployment of new technology by providing clients with true plug and play functionality. The transformation to an IT solutions provider had begun in earnest.

The addition of Comark began Insight's transformation to an IT solutions provider, setting it apart from the field of resellers still specializing in low cost, high availability products.

AND COMPETITION—THE DIRECT MODEL AND OTHERS

As the business landscape evolved and changed, resellers needed to exploit the cost efficiencies of the indirect model, while exploring opportunities to counter the success of the direct model. Completed and future acquisitions helped build out the model that Insight now employed – offering complete IT solutions to its clients.

However, the direct model wasn’t the only threat to Insight’s product business. The Crown brothers weren’t the only ones establishing a company that sold PCs in the late 80s. A number of competitors with the same business model were entering the market: CDW, PC Mall, PC Connection, Zones Technology, SHI, Systemax and PC World, to name a few.

While many competitors had a similar structure to Insight’s, not all evolved to include IT services. As many analysts including Gartner and Forrester predicted, more and more end-users were looking for IT services, along with product, to simplify the implementation and integration of products into their increasingly complex IT environments. They had begun to look for true partners who understand their business goals and can help them use innovative technology solutions to achieve those goals.
Transition to IT Solutions Provider

Insight responded by shifting from product-centric to solution-centric selling practices aimed at pairing sales of lower margin products with those offering greater margin opportunity. Solution selling incorporated products from different vendors and included non-product add-on possibilities such as solution design, pre-deployment staging, implementation, ongoing maintenance and support.

A shift of this magnitude required change throughout the company. The knowledge, skills, and experience required of Account Executive were different. The manner in which the leaders interacted with their teams, the clients and partners was more complex. What needed to occur to enable such large scale change? This change was not a decision, but rather an imperative. For Insight to continue being competitive and to grow, many parts of the company had to do things differently.

The leadership team knew intrinsically that this was true. Without widespread change in how teammates sold to clients and built relationships with partners, the growth goals would not be achieved. As they thought about the challenge Insight and its leadership faced almost a decade ago, they could not help but draw correlations to the current situation that they faced at Insight.

2005-2008 CONTINUED ACQUISITIONS BROADEN PORTFOLIO AND FUEL EXPANSION

Changing the DNA

With a focus on leveraging its acquisitions, the company deepened its commitment to becoming a solutions provider. It established its new Vision: to be a Trusted Advisor to our clients, helping them enhance business performance through innovative technology solutions. The following summarizes the challenges and opportunities Insight faced as it set its course down the IT solutions path:

“One of Arizona’s largest and most successful home-grown technology companies is reinventing itself. Insight Enterprises Inc., which employs more than 2,000 people in Arizona, is shifting its business away from simply offering technology products to focus more on becoming a full-service information technology services provider. It’s a move that requires a fundamental change in culture, and one that some say will create major challenges for Insight.”

—Phoenix Business Journal, May 22, 2005

In 2006, Insight announced the sale of its subsidiary, Direct Alliance Corp. This move allowed Insight to focus more of its time and resources on its core business and generated cash to help grow its business and capabilities.

Accelerating IT Solutions Expansion

Further strengthening its product portfolio and international footprint, Insight acquired Software Spectrum from Level 3 Communications in 2006. Founded in Plano, Texas in 1983, Software Spectrum brought roughly 1,300 teammates to Insight. As Microsoft’s largest reseller of enterprise software globally, Software Spectrum reported $1.9 billion in revenue in 2005. In addition, at the time of the acquisition, Software Spectrum worked with 290 of the Fortune 500 companies and offered applications from 3,700 software publishers.

At this time, Software Spectrum’s employee base was spread out across 24 countries, greatly expanding Insight’s international footprint. This acquisition truly set Insight apart from its competition by making it the only technology reseller with global capabilities. “We are pleased that we have reached this agreement with Insight and believe both Software Spectrum’s and Insight’s customers will benefit from the transaction,” said Charles C. Miller III, executive vice president and vice chairman of Level 3.
Creating a Networking Powerhouse

In 2008, with an eye towards seizing market opportunities in the Networking category, Insight acquired Tempe, Ariz.-based Calence LLC, one of the nation’s largest independent technology service providers specializing in Cisco networking solutions, advanced communications and managed services. At the time of the acquisition, Calence was expected to achieve net sales of approximately $324 million in 2008.

Bringing roughly 160 professional consultants and systems engineers, 120 technical teammates dedicated to the managed services business, and nearly 320 support staff, Calence significantly grew Insight’s existing networking and connectivity solutions technology practice. Also, as Cisco Gold Certified Partners, the combination of Insight and Calence made Insight one of Cisco’s leading channel partners in the U.S.

John Lawrence, a specialty-retail analyst with Morgan Keegan Inc. in Memphis, Tenn., said the acquisition fits with Insight’s global strategy to complement products with services. “The company saw a hole in its product offerings and found a way to fill it,” Lawrence said of the Calence deal.

—The Arizona Republic, January 28, 2008

While the U.S. business was acquiring Calence, the UK business acquired MINX limited—a small, UK-based European Network Integrator with Cisco Gold Partner accreditation. Founded in 2002 and headquartered in Elstree, Hertfordshire, MINX was a leading provider of B2B network technology with awards such as Cisco Global, European and UK Partner of the Year 2007-2008 and achieved net sales of approximately $26 million in 2007. Of the acquisition, Stuart Fenton, President of Insight EMEA said, “Their capabilities take Insight UK into a different competitive landscape within the UK.”

Much like the Calence acquisition, the MINX deal was consistent with Insight’s evolution to a broad-based technology solutions advisor and provider in the UK. MINX significantly enhanced Insight UK’s capabilities in the sale, implementation and management of network infrastructure services and solutions, while complementing the U.S. organization’s acquisition of Calence.

Was the landscape complete? Could Insight stop buying and focus on integration and gaining the synergies and value expected? These were some of questions that leaderships discussed, as they pictured the one company today and what challenges they faced. There were gaps in processes and technology that had never been bridged during the integration of the new companies. What was the best approach to closing these gaps, so people could feel like One Team ... so that the Vision could be realized? Who at Insight could help them close these gaps?

THEN A TOUGH ECONOMY

As Insight was growing its global footprint, the global economy plummeted. To survive and hopefully continue growing, the company had to make some tough decisions. The company decided that the best approach was to stay focused on reductions in only a few areas, eliminating roles and reducing benefits programs to get as lean as possible. The thought was that these cost saving would allow the company overall to remain competitive in a very challenging worldwide market. This was counter-cultural for Insight and caused concern among its loyal teammates. However, the decisions, though painful, proved to be fortuitous. Insight did stay afloat in a world where many other companies did not survive.

There were other effects of the economic reality. Required cost cutting measures further complicated and stalled the integration of the acquired companies and their cultures. Each legacy company brought with it different processes and systems and there was little money left to invest in identifying and incorporating each organization’s best practices. What did
this mean to teammates, to productivity, to morale? Not everyone had access to the same information; therefore working together became more difficult, at best. Business travel was reduced, which meant fewer face-to-face meetings. A disconnect was created, broadening the gap between the various people, teams and cultures.

As the global economy began to stabilize, Insight readied itself to capitalize on the recovery of the worldwide IT market. Investments in IT infrastructure to improve communications and processes globally began. Investments in employee benefits and recognition and rewards programs began to be restored.

The world of Insight was changing again. The leadership team wondered at the thought process that occurred as the leaders of Insight decided to “stay the course,” yet make some very tough and unpopular decisions. How would they lead the company as these types of difficult situations arose? Knowing that inevitably they would, thinking forward, being able to anticipate and predict would be critical to successfully leading the company in the future.

A NEW DAY – NOW

The Present

The leadership team, after much reflection on Insight’s history and decisions over the last 25 years, came together to conduct a situation analysis for Insight’s four-year strategy. This discussion was passionate and rewarding, as they all knew that what they were about to decide was based on a rich historical perspective, an emerging economy, and their new One Team approach.

The outcome, after hours of discussion and healthy debate, was Four Truths about the business:

1. Insight must continue to execute on its refined focus on its core business as a global information technology provider of hardware, software and service solutions to business and government clients.

2. The Company must enhance its core service and solutions capabilities to add more value to clients and increase gross profit.

3. The Company must continue to aggressively pursue cloud computing opportunities.

4. The Company must continue to drive increased focus on operational excellence to improve productivity, profitability and execution.

Leadership, in that room and at that time, placed an even greater focus on not only increasing revenue, but winning profitable business. Tightening its management system to ensure it was operating at peak productivity became a top priority globally.

The story of Eric folding up the dollar bill to illustrate Insight’s low profit margins and the importance of working smart still resonates today. Reinforcing a culture of operational excellence means empowering all teammates, throughout the organization, to continually look for ways to be more efficient, improve our processes, increase our service levels to our clients and communicate more effectively every day.

Strengthening Solutions Capabilities

Committed to building Insight’s solutions capabilities, in 2011, the company acquired Tempe, Ariz.-based Ensynch, a leading professional services firm with multiple Microsoft Gold competencies and solutions across the complete Microsoft stack. Adding Ensynch’s industry leading capabilities in Cloud, Identity Management and Virtualization elevates Insight’s ability to provide clients with complete software solutions. This acquisition demonstrates the current shift in Insight’s approach to acquisitions. The company is focusing on small, but extremely well-regarded,
organizations that will augment and enhance Insight's existing skills while bringing minimal disruption to Insight's existing business.

"Combining Insight's leadership, geography, sales excellence, and technical products portfolio with Ensynch's services value and delivery will yield a powerful differentiator and competitive advantage," said Gene Holmquist, formerly Ensynch president and CEO, now Insight VP Specialty Sales.

What also stands out about Ensynch is the close alignment of its Core Values and culture with that of Insight's. Ensynch has built a culture focused on being passionate about people, respecting teammates, and having fun while achieving overall corporate success serving global customers.

In January 2012 – further demonstrating its commitment to small, but highly targeted acquisitions of well-regarded solutions providers to augment its business – Insight EMEA acquired Inmac. With offices in Germany and the Netherlands, Inmac brings a depth of knowledge and expertise to elevate Insight's hardware and services offerings to another level in mainland Europe. Combining Inmac's sales, procurement and technical skills around hardware with Insight's software licensing engagement model expands our ability to provide clients with complete solutions in both Germany and the Netherlands.

Inmac's capabilities complement those of Insight, and will help the EMEA region grow its business, expanding its ability to become the clients’ Trusted Advisor with complete IT solutions to enhance their business performance.

Further, Inmac’s dedicated distribution and configuration facility in Frankfurt enables next business day delivery capability not only into Germany and the Netherlands but also into France, Belgium, Switzerland and Austria. These are all countries where Insight has a strong presence, operating mature and successful software licensing and associated services business units.

EMEA President Stuart Fenton comments, “From a cultural perspective Inmac and Insight share the passion to deliver the best possible service to the market. To be able to do this, we must employ, develop and encourage the best talent and performance amongst our employees, our ‘Teammates’. Shared Values of trust and respect are paramount in both organisations and provide the building materials for creating a great place to work.”

The Culture
Much like the strategy discussion, Insight’s global leadership team convened to have a dialogue around Insight’s Vision, Core Values and Operating Principles. Their focus was on behaviors. What standards of behavior would contribute to a teammate-centric culture? One that would retain the talent that Insight was proud to have, and attract top talent from outside to ensure that we were constantly “looking with new eyes.” All while engaging senior leadership to commit, as a team, to modeling these ideals every day. No small feat.

This team determined that the vision has stood the test of time and is still relevant. Insight remains committed to being a “Trusted Advisor to our clients, helping them enhance business performance through innovative technology solutions.”

The team then reviewed the Core Values; intrinsic to driving the company toward its Trusted Advisor vision. After much discussion and healthy debate (a common trend!) the team agreed there was an opportunity to clarify Insight's values, to expand them to more clearly reflect what Insight has become over the years.

The Values
- We Exist to Serve our Clients
- We Respect Each Other
• We Develop and Value our Teammates
• We Act with Integrity
• We Strive for Operational Excellence in All We Do

So now what? If the Core Values are the backbone of Insight’s culture, how can the leaders of the company model them? How can they show, everyday by their actions and interactions, what these values “look like”... the Insight Way was born. The Insight Way are the behaviors teammates should demonstrate every day, so that our culture, vision and values become integrated into—one with our essence—who Insight is. Some are aspirational; while others are already woven into the fabric of Insight’s evolving culture. The Insight Way is our teammates’ guide to how they treat clients, partners and each another.

The Insight Way
• Everyone either adds value for a client or adds value for someone who does
• We recognize and reward teammates for achievements
• The key to our success is relentless continuous improvement for every business process
• We treat the dollars we spend as if they were our own
• We strive to be first choice for our partners
• We hold ourselves and others accountable
• We listen and encourage healthy debate and resolve conflict directly
• We hire and retain smart people who are passionate team players
• We take responsibility for diversity, the environment and communities we live in
• We are in this to win and have fun doing it

The Impact
This Vision, along with the shared set of Core Values and the Insight Way, serve as a starting point for the combined cultures to come together; an opportunity to rally around a common goal and approach. Whether a teammate is facing a difficult business decision or simply interacting with other teammates, partners or clients, their choices should reflect Insight’s Core Values and the Insight Way.

The team spent many hours and some angst, but finally coalesced on a framework. This is the structure within which they can formulate the next steps. Are they all aligned? Probably not every time and not always completely; however, they walk out of these discussions with renewed energy and commitment to the future of Insight and its teammates, its clients and its partners. They share a passion for Insight’s future and a vision for how it will look. They know that what they have accomplished in the past will serve the company well, as it forges ahead in a highly competitive marketplace. But most of all, they know that their contribution has added value and that their efforts going forward will accelerate the growth of the company and the development of its teammates.

STEPS TOWARD OUR FUTURE
What started as a home-based entrepreneurial venture by two brothers grew into a successful, viable business. As the technology, business, economic, and global landscapes evolved, so did the company and its people. Expanding product lines, service offerings, and its global footprint, Insight is now a Fortune 500 company and an industry leader. As you reflect on this journey, you may realize that today’s picture is a compilation of Insight’s history, the culture that is still evolving and the reality that those in the company seized opportunities. They took risks, asked good questions and made mistakes from which all learned and the company benefited.

What have you learned about Insight that might help you be part of forming the future and leading our people? A great question that each of us should ask ourselves and our teammates everyday!
Here are other questions that, when discussed, may guide our thoughts going forward:

Has Insight’s “personality” changed over the years? How? Why? What effect did this change have?

Are there any “constants” in Insight’s DNA that we want to deepen or spread more broadly?

What lessons learned from history might help you and all of us predict future challenges and opportunities that could take Insight to even greater heights?

Finally, if you were CEO for a day, where would you focus first? What would your first action be?