

# The newest formula for growth? No targets, no marketing, no ego

The Sentis Group finds success by breaking the rules

**T**he Sentis Group is not your everyday consulting group. And that's precisely the point.

Since 2011, they've been building a market research and consulting business that defies convention. There are no sales meetings, no sales targets, no written business plans and no time sheets. The company spends virtually nothing on marketing, relying almost entirely on referrals. It will turn down work if the fit isn't right. They call their vision "The Unvision"—a deliberate rejection of traditional growth models in favour of one simple goal: help clients succeed.

"We just want to do good work for the sake of doing good work," says managing partner Julie Winram. "If our clients succeed, we succeed. That's the metric that matters."

## A model that puts clients first

Sentis' radically flexible structure prioritizes quality over volume. Without the pressure of billable hours or rigid hierarchies, the team is free to focus on delivering research and advice that's tailored, thoughtful and built to solve real problems.

"When you're delivering custom solutions, you do your best work when you're not pressured to move on to the next thing," says founder and managing partner Adam DiPaula. "We invest deeply in every project or partnership so



Not your everyday consulting group, Sentis has spent more than a decade rejecting convention in favour of one simple goal: helping clients succeed. | Photo via Sentis Market Research

it leaves a mark."

That approach has earned Sentis the trust of local, national and international organizations including the Little Potato Company, Westland Insurance, BC Hydro, FortisBC, Kal Tire, City of Vancouver, TransLink, Metro Vancouver, Servus Credit Union, Destination BC, BC Housing, Les Schwab and a global athleisure brand based in Vancouver.

Sentis' 25-person team supports nearly 70 clients on

150 projects per year. Their work spans brand strategy, customer loyalty, employee engagement, campaign effectiveness, product design, real-time customer feedback—even international taste testing.

Being curious is core to the business. "Asking questions is what we do," Winram adds. "We design surveys, facilitate focus groups, capture feedback, analyze data and recommend strategy and tactics. Our job is to challenge assumptions and uncover insights that help our

clients win."

## Built around people, not process

Sentis' success is powered by its people. The team works remotely, stays connected through mentorship and draws on a wide range of academic and professional backgrounds—psychology, anthropology, statistics, biochemistry, marketing and more.

"We hire for curiosity, collaboration and an almost ruthless drive to deliver the

best work possible," says vice-president and partner Ayden Verhulst. "It's our team that sets the bar so high. And because we don't force people into rigid career paths, they get to build exceptional careers that align with their skills and interests."

The Sentis experiment has worked but scaling brings new challenges. Can the formula hold with 50 or even 100 employees? The next phase will show.

Learn more at [www.thesentisgroup.com](http://www.thesentisgroup.com).