

Values and Purpose

Culture Committee



Conscious Capitalism Philosophy



Business as a force for good
Elevate humanity through business

Four Tenets

- Driven by a higher purpose
- Conscious Leadership – servant leaders
- Conscious Culture
 - Supported by core values
- All stakeholders find value
 - Like an ecosystem, if out of balance, all suffer

We share our core values and recognize and honor our commitment to:



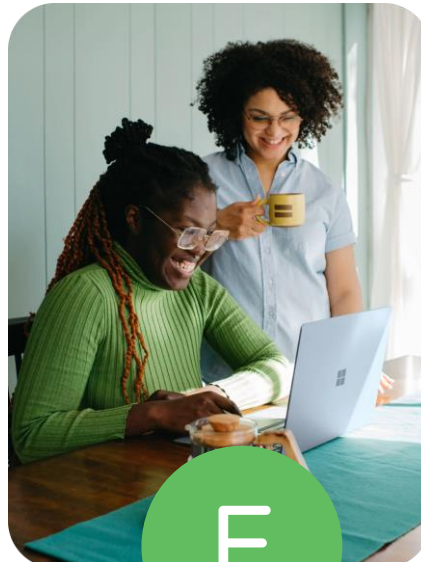
C

- Community



L

- Love



E

- Elevate



A

- Accountability



R

- Resilience

C for Community



Put Community Above Self

We recognize and honor our human desire for togetherness, relatedness, and trusted relationships.

COMMUNITY BEHAVIORS

- Reach out first
 - Be inclusive, not exclusive
 - Treat others as you wish to be treated
 - Check your ego and job title at the door
 - Put yourself in the other person's shoes
 - Say “yes and” vs. “no but”
 - Favor face-to-face conversations
 - Listen before you talk
 - Praise someone else's input before responding
 - Don't monopolize the conversation
-

#Community #Connection #Relationship #Teamwork
#Collaboration #Personalinteraction #Dialogue
#Authenticity #Intentionality #Human2Human

L for Love



Lead With Love

We recognize and honor our human need for empathy, kindness, and compassion.

LOVE BEHAVIORS

- Treat others as you wish to be treated
- Choose to be present
- Be open to give and receive
- Recognize the good around you
- Celebrate all stakeholders' contribution
- Be thankful for all people surrounding you
- Be supportive, don't point fingers

#Love #Genuineconcern #Compassion #Empathy
#Kindness #Appreciation #Praise #Thankyou

E for Elevate



Elevate Humanity

We recognize and honor our superhuman dedication to positively impact 1B people through our Mission.

ELEVATE BEHAVIORS

- Don't focus on the issue, focus on the solution
- View failure as a growth opportunity
- Own your mistakes as much as you own your success
- Persevere in your belief of doing good
- Constantly learn and improve
- Think of the world as a place of abundance
- Be positive, even in difficult times... because you know we've got your back

#Elevation #Growth #Responsibility #Action
#Adaptable #Perseverance #Abundance #Humanity

A for Accountability



Accountable To Excellence Through Trust

We hold ourselves to a standard of integrity in following through to all our stakeholders, pursuing excellence through constant improvement.

ACCOUNTABILITY BEHAVIORS

- Be open to provide and receive feedback
- Ask for and provide feedback when asked
- Assume positive intent
- Create clear agreements
- Do what you say you are going to do
- Create an environment of safety
- Own your sh#t because you're the expert
- Challenge yourself and others to try and learn new things

#Achievement #Accountability #Feedback #Integrity #Excellence
#Empathy #Commitment #Candor

R for Resilience



Resilience As We Grow

We help each other recover from or adjust easily to difficulties and change.

RESILIENCE BEHAVIORS

- Focus on events you can control
- Focus on the solution, not the problem
- Don't be afraid of asking for help
- Identify yourself as a winner, not a victim
- Reframe setbacks as opportunities for growth
- Manage your strong feelings and impulses
- Commit to all aspects of your life
- Have a positive outlook of the future

#Respect #Dignity #Appreciation #Support
#Encouragement #Celebration #Trust #Empowerment

Our LifeGuides Stakeholders

- Employees & Guides
- Clients
- Participants (clients' employees)
- Shareholders
- Partners
- Community
- Environment



When we live our values, we...

Want to come to work

Are empowered

Feel valued and heard

Are energized (v. drained)

Feel included

Belong to the organization

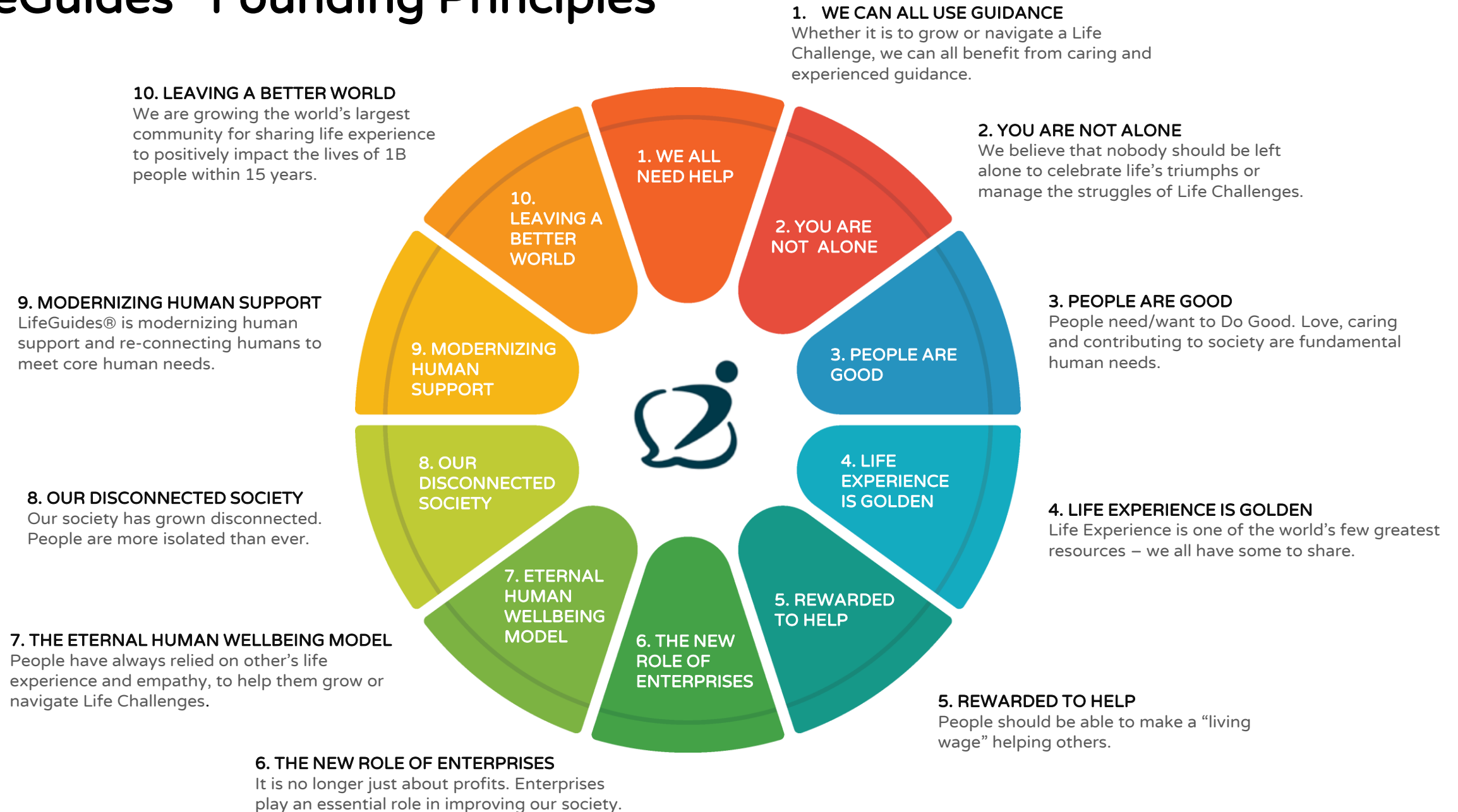
Are esteemed

Have a sense of accomplishment

Are ultimately self-actualized



LifeGuides® Founding Principles





Thank You!



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