

NOUCHUKI

pronounced as noo-chu-ki



Nouchukians - noo-chu-kians

Nouchuki, the 24-hour industrial powerhouse that is as deeply traditional as it is futuristic, is the perfect place for you to work and live. Like the Nouchukiiian rainbow cake, *Muzkeros*, you are layered – and your past, present and future are distinct parts of your identity subtly woven together in an iridescent hue. Like all Nouchukiiians, you value your community and its traditions, and are defined by the close bonds that create a sense of unity and belonging. The Nouchukiiians respect hierarchy and structure and this orientation leads to the development of reliable internal processes, systems and control mechanisms that ensure stability. You respect the wisdom of leaders and uphold their authority.

In the workplace, you are efficient, skilled, and deeply rooted in an “**all for one and one for all**” mindset. You are happiest when working behind the scenes toward a common goal. You value humility and have a tendency to underplay your accomplishments and may not always receive the accolades you deserve. At work, you’re a responsible employee, so people easily depend on you. You can be ambitious, more often not just for yourself, but also for your colleagues; and you will step-up and support team- members to ensure that your team meets its goals or targets.

When in a leadership role, you prefer to be supportive and directive. You work on forging a sense of commitment and loyalty and focus on maintaining group harmony to inspire improved performance and productivity. Nouchukiiians have an innate desire to connect with others and as a leader you like to make the effort to know what drives and motivates your team. In making decisions you factor in what others need—or at least what you think they need. Instinctively, when making decisions or resolving conflict you use evaluative criteria that show a high concern for everyone’s needs and will often search for alternative solutions that can satisfy the majority.

Nouchukiiians are helpful and generally willing to help not just those in their immediate circle, but anyone from their network who reaches out for information or support. They see complying to these requests as their obligation and duty. Nouchukiiians value wisdom and learning, and these interactions often motivate them as they are seen as an opportunity to learn and grow. In turn, they expect the same consideration from their colleagues. They believe in the golden rule—do to others what you would like done to you.

Culture values that drive you:

dutifulness; unity; respect for wisdom; authority; loyalty;
nurture; connection; collaboration