

## **Principles**

### **Be Curious**

*Inquisitive, observant, insightful, open-minded; values creativity, improvement, and innovation.*  
Willing to dive deep into challenging territory to find the truth. Porous to new ideas and enjoys being around people with different views. Continually challenges their biases by seeking new information and diverse perspectives. Always improving and openly sharing what they learn.

### **Be Aspirational**

*Ambitious, passionate, energetic, optimistic; values vision, inspiration, impact, and thinking big.*  
Knows they will only get what they reach for. Has an imaginative vision for the future based on what people really need instead of just serving existing interests or structures. Inspires people to achieve more by contributing towards large mutual goals. Always working on the next big thing.

### **Be Decisive**

*Gutsy, daring, confident, bold; values autonomy, ownership, taking risks, and making decisions.*  
Values calculated risk taking and decision making. Effectively deals with conjecture and will not delay decisions by waiting for unnecessary details. Prefers to act and deal with consequences than settle with the status quo. Always closes with clear decisions or comprehensive next steps.

### **Be Assertive**

*Courageous, honest, dauntless, direct; values candor, persuasion, backbone, and speaking up.*  
Obligated to respectfully challenge decisions and behaviors when they know of a better way. Chooses truth over social cohesion even if uncomfortable or exhausting. Makes their own decisions and is not molded by social pressures. Always makes clear where they really stand.

### **Be Practical**

*Productive, constructive, resourceful; values efficiency, scalability, sustainability, and cultivation.*  
Depends on proven tools and experience over fashion and theory. Believes independence and invention come from overcoming constraints. Scales work by focusing on the essentials while reducing the incidental and excessive. Always works toward outcomes with compounding gains.

### **Be Resolute**

*Committed, resilient, dependable; values grit, endurance, composure, resolve, and results.*  
Believes things worth doing takes commitment and are prepared for the long grind. Continues working through setbacks and keeps themselves motivated. Knows new endeavors are filled with uncertainty and they will make mistakes. Always keeps standards high and gets results.

### **Be Deliberate**

*Objective, analytical, consistent, fair; values accuracy, accountability, judgement, and rigor.*  
Strives to make the right decisions based on complete data and verifiable facts. Makes their decisions repeatable via a fair process that others can understand and rely on to settle disputes. Always holds themselves accountable for their choices and reflects how to do better next time.

### **Be Thoughtful**

*Humble, courteous, considerate, grateful; values maturity, rapport, mentorship, and teamwork.*  
Wants others to outperform them and gives people the benefit of the doubt. Recognizes others and looks for ways to elevate their contributions. Is grateful for everything they have and works to expand opportunities to others. Always contemplates the downstream impact of their actions.