

Principles

Be Curious

Inquisitive, observant, insightful, open-minded; values creativity, improvement, and innovation. Dives deep into challenging territory to find the truth. Attentive to provocative ideas and pursues discussion with people holding novel 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 a pioneering vision for the future that creates and expands possibilities instead of 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. Chooses truth over social cohesion even if contentious or exhausting. Respectfully challenges decisions and behaviors when they know of a better way. Makes their own decisions and is not molded by social pressures. Always makes it clear where they really stand and why they do so.

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 comes from overcoming constraints. Scales impact 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 anything worth doing takes commitment and is 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 correct decisions based on complete data and verifiable facts. Makes fair and understandable processes that people can rely on to prevent or settle future disputes. Always holds themselves accountable for their choices and reflects how they can do better next time.

Be Thoughtful

Humble, courteous, considerate, grateful; values maturity, rapport, mentorship, and teamwork. Interacts with people constructively and considers reactions in good faith. Grateful for what they have and actively expands new opportunities to others. Recognizes the contributions of others and works to elevate their value. Always contemplates the downstream effects of their actions.