

Principles

Be Curious

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

Be Aspirational

Ambitious, passionate, energetic, optimistic; values vision, inspiration, impact, and thinking big.
Knows they will only get what they reach for. Has a bold generative vision for the future based on what people really need instead of just serving existing interests or structures. Always working on what comes next and inspires others to contribute towards larger mutual goals.

Be Decisive

Gutsy, daring, confident; values independence, ownership, taking risks, and making decisions.
Values calculated risk taking and decision making over inaction. Infers how much information is truly needed to proceed. Would rather act and deal with consequences than settle with the status quo. Prefers delegation over bureaucracy and strives to give maximum oxygen to teams.

Be Assertive

Courageous, candid, direct, forthright; values honesty, candor, 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 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. Thinks ahead as they know their decisions will be cited by others who want equal treatment.

Be Resolute

Committed, resilient, dependable; values grit, endurance, perseverance, resolve, and results.
Believes things worth doing take 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, but they keep standards high and get results.

Be Resourceful

Frugal, thrifty, sensible, scrappy; values efficiency, scalability, sustainability, and conservation.
Believes self-sufficiency and invention come from overcoming constraints. Understands you can only consume what you grow and looks for opportunities to increase the cumulative gains of the group. Minds how to effectively scale work by increasing outputs while also reducing inputs.

Be Thoughtful

Humble, courteous, considerate, grateful; values respect, empathy, cultivation, 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 what they have and seeks ways to expand their opportunities to others. Contemplates the downstream impact of their actions.