

THE CORE 6

RESEARCH-BACKED STANDARDS FOR FAST-GROWTH COMPANIES

Ownership • Trust • Systems • Excellence • Communication • Empowerment

Built on Behavioral Science, Psychology, and Organizational Research

"WE ARE THE SALT TEAM.

THESE 6 STANDARDS DEFINE WHO WE ARE, NOT JUST WHAT
WE DO."

WHY THESE 6 STANDARDS?

The Challenge: Fast-growing companies face a predictable pattern: early success creates momentum, momentum creates growth, growth dilutes culture, diluted culture destroys the ownership mindset that created success in the first place.

The Solution: Identity-based standards backed by behavioral science. These aren't rules—they're definitions of WHO WE ARE. Research shows that identity-based commitments are 3-4x more powerful than behavioral commitments because they tap into self-concept and tribal belonging.

Why 6? Cognitive load research (Miller's Law, 1956) shows humans can hold 5-9 items in working memory. For cultural standards that must be lived daily under pressure, 6 is the optimal number: memorable enough to recall instantly, comprehensive enough to cover all critical behaviors (ownership, trust, systems, excellence, communication, and empowerment), simple enough to enforce consistently.

Each standard below includes: The identity statement, behavioral expectations, measurement systems, consequences, AND the psychological and organizational research that proves why it works.

⚡ EXPAND ALL STANDARDS ⚡

WE TAKE OWNERSHIP

1 EXCUSES ARE FOR LOSERS.

TAKE THE L. OWN IT. BOUNCE BACK.



WE KEEP OUR WORD

2 SAY IT. DO IT. NO EXCUSES.

INTEGRITY IS NON-NEGOTIABLE



WE RUN THE PLAY

3 RUN THE PLAY.

NO ONE IS ABOVE THE SYSTEMS



WE SET THE STANDARD

4 EXCELLENCE IS OUR SIGNATURE.

WE LEAVE EVERYTHING BETTER THAN WE FOUND IT



WE SPEAK TRUTH WITH LOVE

5 WORDS BUILD OR DESTROY. CHOOSE COURAGE.



DRAW OUT THE POTENTIAL IN EVERYONE

WE LEAD AT EVERY LEVEL

6

**UNDERSTAND THE MISSION. MAKE DECISIONS.
LEAD.**



DECENTRALIZED COMMAND • EVERYONE A LEADER

THE CORE 6: RESEARCH-BACKED IDENTITY

These aren't just standards—they're WHO WE ARE, backed by decades of research in behavioral science, psychology, organizational development, and high-performance culture.

Ownership (Attribution Theory) • Trust (Self-Efficacy) • Systems (High-Reliability Organizations) • Excellence (Peak-End Rule) • Communication (Psychological Safety) • Leadership (Decentralized Command)

Live these daily, measure them rigorously, enforce them consistently—and you'll build a culture that survives rapid growth.

**IDENTITY. EVIDENCE. EXCELLENCE.
THIS IS THE CORE 6.**