

# THE WHY & THE WAY

## OUR FOUNDATION



WHY  
START WITH  
WHY



## We believe there's a better way

**[HOW]** so we make your mission our mission, and are flexible, collaborative, and transparent

**[WHAT]** while we work alongside you to deliver great software that transforms your organization.

CORE  
PURPOSE  
IN SERVICE  
OF WHAT?

## Delivering great software that transforms organizations through high-end consulting services & industry-shaping thought leadership

CORE  
VALUES  
HOW  
WE ACT  
INTERNALLY

**Own Your Experience**  
*#agency*

We identify issues and participate in solving them. We accept challenges beyond our perceived abilities and strive to accomplish them. We know we can't determine our circumstances, but we can determine our attitude and outlook. **We are the authors of our own story.**

**Drive for Excellence**  
*#grit*

We have drive, motivation, and enthusiasm to achieve excellence. We have a strong work ethic and commit ourselves daily to deliver on the promises we make. We hold each other accountable for our commitments. **We never give up.**

**People are Valued**  
*#humility*

We know that great software serves people, and not the other way around. We work together in a spirit of collaboration and service to others. Instead of "What's in it for me?", We ask "How can I help?" **We put others' needs ahead of our own.**

**Honest Communication**  
*#candor*

We are honest and transparent with our clients and peers. We're willing to speak up, even when we have bad news. We assume and extend trust by default. **We communicate with empathy, support, and candor.**

**Passion for Learning & Growth**  
*#curiosity*

We have a desire to be better. We're willing to admit we might not have the answer. We are introspective and seek help when needed. We are always open to others' feedback. We support each other in continuously learning. **We believe there's a Better Way, and we never stop seeking it.**

## CULTURE

We are an organization of Leaders. Leading is to INSPIRE others to follow you because they want to, not because they have to. Leaders at Headspring accept additional accountability and are willing to be held to a higher standard. They embody our leadership philosophy to effectively support our people.

LEADERSHIP  
PHILOSOPHY

### AUTONOMY

#### Entrust:

Because we hire the best people, we give them our trust. We are transparent with critical information and entrust and support them to make the best decisions.

#### Empower:

We prefer autonomy and personal accountability over complex policies and restrictions. We empower people to solve problems and never say no to a reasonable request.

### MASTERY

#### Invest:

We dedicate time & money to support the development of every team member. We provide coaching and mentoring and support them in accomplishing goals beyond their own expectations.

### PURPOSE

#### Serve:

Commitment to our core ideology enables us to achieve great things where the whole is greater than the sum of its parts. We inspire our people and connect what they do to the larger impact we have on our clients, peers, and the community.

SERVING  
OUR  
STAKE-  
HOLDERS

**Our Foundation:**  
The Why & The Way

- 1 We LIVE and breathe our core purpose
- 2 Core Values are alive in the organization
- 3 Everything we do starts with "Why"

**Our Team:**  
Invest in People

- 1 Our culture attracts and retains top talent
- 2 Provide everyone opportunities to learn and grow
- 3 Celebrate success and recognize our peers

**Our Clients:**  
Ensure Their Success

- 1 Keep Existing. Get New.
- 2 Deliver success to further their mission
- 3 We seek out and deliver their unexpressed needs

**Our Community:**  
Make a Mark

- 1 The more we grow, the more impact we have
- 2 Leave a legacy
- 3 Give back

If we have a strong FOUNDATION and set our PEOPLE up to win, we deliver success for our CLIENTS resulting in our ability to MAKE A MARK.

## BIG HAIRY AUDACIOUS GOAL (BHAG)

VISION  
ENVISIONED  
FUTURE

By 2027, We are a 150-Person Elite Consulting Team  
Providing the R&D Core and Bootstrap Engine for  
Headspring Holdings Portfolio Companies

We will manage a portfolio of software companies with a shared belief that great software can transform organizations & lives. We will foster innovation and thought leadership. We will prove you can leverage the talents and assets of a high-performing organization to create new value for clients, new growth opportunities for our people, and more flexibility for the business.

In 10 years, our portfolio will have an enterprise value of over \$1B and has generated \$250M in proceeds from at least 5 liquidity events of portfolio companies.

## STRATEGY

STRATEGIC  
GAME  
AT WHAT  
WILL WE BE  
THE BEST?

## The Client's Mission is our Mission!

We distinguish ourselves from our competition by building deep and lasting relationships with our clients, and finding and meeting their unexpressed needs.

### Demographic (who do we serve?)

CIO's and IT leaders of Medium-to-Large (75M-500M Annual Revenue) Organizations, who want to outsource software development projects)

### Geographic (where are they?)

U.S.-based organizations, or that have a physical U.S. presence

### Psychographic (what are they thinking about?)

They value long-term partnerships, and want help in "upping their game" in software delivery

OUR  
POSITION  
AND  
MARKET

## Our Three Uniques

### Your Mission is Our Mission

Our clients come to us with their toughest development and business challenges. We meet those challenges with a complete and total commitment to their success. We know their business as well as they do, and become their trusted long-term partners in success.

### Win With Speed

Nobody can match our pace for delivery of high quality results, period. We never stop looking for ways to optimize how we deliver, so our clients get more value for every dollar they spend with us than they could anywhere else.

### We Find the Better Way, Together

We use every engagement to help our clients up their game and learn the why, how, and what of our solutions – we leave every client's organization healthier and higher performing than when we started.

FOCUS

**WHAT WE WILL DO:** We will work daily to meet our clients' unexpressed needs, and take full responsibility for ensuring our clients' success. We will maintain a client-focused culture and develop programs to reinforce and instill successful behaviors into our people. We will create a consistent brand experience across all channels - online and offline. We will tailor and customize our mix of products and services. As needed, we will partner with other experts if we do not have the necessary competencies in house to deliver what the client needs. We will deliver the highest possible level of service, resulting in the ultimate client experience.

FOREVER

10-30 YRS

3-5 YRS