

# 9 Aspirational Values

A framework for building teams that honor people, pursue excellence, and create meaningful impact

Value 1

# Human First, AI Amplified

We honor the dignity, limits, and potential of people. We use AI as leverage, not a replacement, so our teams can focus on empathy, wisdom, and meaningful work.

## Value 2

# Courageous Problem Solvers

We run toward problems, not away from them. We respond to obstacles with creativity, data, and determination, choosing solutions over excuses and blame.



# 3

## Relentlessly Curious

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We ask better questions, listen deeply, and keep learning. We explore new tools, ideas, and perspectives so we can serve others with greater insight and innovation.

Value 4

# Humble Confidence

We believe strongly in what we are building and in our ability to grow. We hold that confidence with humility, open to feedback, repentance, and change when we are wrong.

## Value 5

# High Ownership, **Low Drama**

**We bring our best energy and effort to the work.**

**We do not gossip, triangulate, or stir unnecessary friction.**

We address issues directly, respectfully, and quickly.



## Value 6

# Wise Stewards Of Leverage

We treat our time, attention, resources, data, and relationships as gifts to be stewarded. We use AI and technology to multiply impact, not to cut corners, burn people out, or sacrifice integrity.

# Builders, Not Bystanders

## Value 7

We choose progress over comfort and initiative over idleness. We experiment, iterate, and improve instead of waiting for someone else to fix what is broken.



Value 8

## Truthful And Kind Communicators

We speak with both clarity and compassion. We tell the truth, even when it is hard, and we deliver it in a way that protects relationship and honors the person in front of us.

Value 9

# Own The Outcome

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We do not just complete tasks, we pursue results. When something is stuck, we ask, "What can I do to move this forward" and then we act.