

VALUES & PRINCIPLES



1. People over profit

We make people's lives better. This is our organisation's reason to exist. Everything else is supposed to support this and not the other way around.

2. PROFOUND

We make statements that are well researched and based on science rather than just beliefs. We dig down to the roots of what we want to state to make an unshakable impact.



3. INSPIRATIONAL

We make people move! Physically and emotionally. Our messages are positive and let people look optimistically forward to a better future.

4. SIMPLE

We make complicated matters simple. Simple in understanding, simple in implementation and simple in execution. In a world of overwhelming stimuli, the ones coming from us bring clarity.



5. PURPOSEFUL METRICS

We pay attention to what we do and do it for a purpose we believe in. Our WHY is the compass, our impact our metrics.

6. INTEGRIT

We are responsible for what we do and are transparent with it. Our actions show our integrity and we don't hide those. We live what we say.



HOW WE WORK & LIVE

- We care about & value what we do, the humans we work with and ourselves.
- We are reliable by doing what we say when others plan with us.
- We are honest in our communication and actions even though others might not like it.
- We are supportive to each other with constructive words and actions.
- We are organised to find what's needed and to see what's important

WE LIVE A LIFE WE CAN BE PROUD OF