

Culture of Brilliance



1. **Skillfully Brilliant & Infinite Passion:** Skillfully brilliant and profoundly passionate for what you and the team do with intense enthusiasm and excitement because it's your life's work, and it's extraordinary.
2. **WE > me:** Impassioned to do all it takes to achieve shared goals, whether you're the lead or team member. You trust your teammates in those roles, and they trust you in yours. Individual successes don't exist because the team win is all that matters.
3. **The Assist:** Help your colleagues thrive by achieving their full potential and finding their passion.
4. **Affirmation and Gratitude:** Regularly affirm and express gratitude for your colleagues' work and contributions.
5. **Just Cause:** Advance a purpose greater than ourselves-offer people a sense of belonging and the feeling that their lives and work have immense value and meaning.
6. **Communicate with courage:** Say what you believe with courage and challenge yourself to be open to receive honest, direct criticism or guidance, while you may lose your point.
7. **Coach and mentor:** Be willing to be coached and mentored and coach and mentor. Be humbled enough to accept coaching and wise enough to offer it.