

# OUR ETHOS

*The characteristic spirit of a culture, as manifested in its attitudes and aspirations. (Greek) - "character". Used to describe guiding beliefs or ideals that influence emotions, behaviours, and morals.*

The character of our culture is defined by our absolute commitment to our clients and to each other's success. We are a team and, when things are hard, we dig in together and rise to the challenge. When we are successful, we celebrate together and reflect on our achievements. We learn from these experiences – both adversity and success – and we always push forward towards the opportunity we know we can create for each other.

*"The opportunity is not to build the perfect company for ourselves, the opportunity is to build the perfect company for each other." - Simon Sinek*

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# CORE VALUES

*The fundamental beliefs of a person or organisation. These guiding and unwavering principles dictate behaviour and help to determine the right path.*

## BE A LEGEND

We aim to play a meaningful part in the achievements of others so that stories are shared in the future about our mutual success.

## COMMITTED TO CLIENT SUCCESS

Showing up is not enough. We are steadfastly committed to our clients' success and go to whatever lengths we need to in order to reach the outcomes they seek.

## PLAY AS A TEAM

We work together to learn, grow and challenge complacency so we can be better every day. We enjoy working and celebrating with each other.

## ABUNDANCE MENTALITY

We see opportunity where others see adversity and scarcity. We believe in the opportunities within a better future.

## PASSION FOR LEARNING

We are curious and seek out opportunities to learn and stretch ourselves. We share our knowledge and experience openly.

## ACTIVE LISTENING/STRAIGHT TALK

We are courageous - saying what needs to be said, not just what people want to hear. We also know and appreciate that a conversation is a two-way dialogue.



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# OUR MANIFESTO

*A manifesto is a published declaration of the intentions, motives, and views of a company.*

## A legend is a story that is passed down through generations

– from person to person – gathering notoriety as it is re-told again and again. They're stories about human beings achieving incredible things – be it overcoming adversity or achieving greatness, despite what others believed to be impossible odds.

The kind of people who become legends exist to make a difference, a meaningful and lasting difference for other human beings. These humans form the communities and the businesses we work within. We believe life can be better. We believe people can be better. Not measured by hollow external markers and expectations, but for the betterment of humanity through every one of us striving to grow for each other.

We have to ask ourselves the question – can we all be better today than we were yesterday?

Because it is not enough to simply show up.

Our greatness will be measured by the lasting impact we leave behind and the stories people share with others about the feats we achieved together – with our clients and our team – as evidence of our combined success.

You see, we are naturally curious. We have a passion for learning. We actively seek out tools, ideas and examples of ways that things can be done differently, stretching what we thought we knew to be the limit. We don't accept the status quo.

To be able to go beyond the norm takes courage, and the first small step in showing courage is to say what needs to be said. When we leave things un-said we fail, one small silence at a time. It is our duty to have the conversations that tend to go missing. We listen. We understand. We respond.

Business really is about people. And the foundation of people coming together for greatness, is trust. Without trust there is no us, only individuals putting their interests ahead of the rest. We know that a hive of creative, thinking, feeling and motivated humans is more powerful than the pursuits of any individual. For this reason we are building an ecosystem of talent, trusted partners and reputable professionals who have a history of proven success in their chosen, specialist fields. These are the ones who work with us to help our clients achieve the exceptional.

This is why we see opportunity where others see adversity. It is of paramount importance that we embrace change and grow and adapt for the times and that we work with experts that can get results and go beyond what, at first glance, looked to be possible.

We know that if we can influence people to build trust, have fierce conversations and commit to the exceptional... we can create legends.

Around the future fireside circles, stories will be told, and successes celebrated.

Will they be told about us and what we achieved?

## Together, building better businesses and a better New Zealand



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