



## 1 Wow Experiences

### Create positive, memorable experiences for others!

Our clients, colleagues and suppliers are the bloodline of our business. Be kind to them. Go out of your way to make their day better. Go above and beyond expectations. Empathize, listen, understand, help. Reach out just to say hi. Develop relationships. Make others feel important. Solve issues creatively. Be impactful.

## 2 Family

### We are a family!

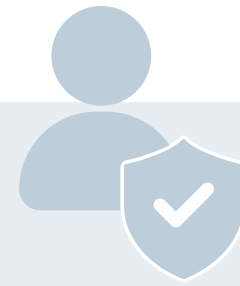
Treat everyone like family. Be respectful. Love. Show compassion. Listen. Understand. Communicate and connect. Acknowledge feelings and be considerate. Put yourself in others' shoes. Act only with good intention and assume others are also. Have open and honest conversations. Receive and give feedback with an open heart.



## 3 Integrity

### Do what's right!

Be fair and honest. Give others the benefit of the doubt. Consider others' needs and understand the full story. Be responsible for your actions. Show respect and true kindness to everyone. Be creative when "righting" a situation. Always look on your role as helping, not just trying to get them off your to-do list. Be open minded in every situation, not biased or presumptive. Work to see both sides of a situation and respect other's point of views.



## 4 Team

### Be a team player!

Work well with others and consider their needs. Offer help in any way you can. Be open-minded and share new ideas. We can only do what we do because of teamwork, so collaborate and don't compete. Bounce ideas off each other. Call on others for help when needed. Open communication between teams is essential. Consider how your actions and decisions will affect other people and projects.



## 5 Support

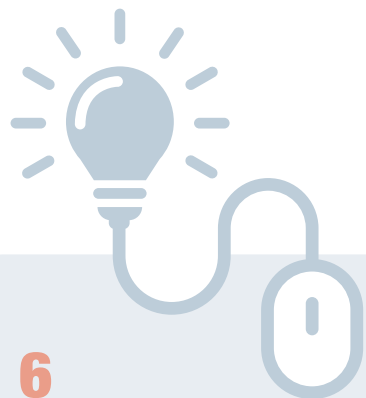
### Provide support!

Think of ways you can provide support, both proactively and when called upon. Supportive interaction relays dependability in stressful times. Support comes in many forms, whether it be lending a listening ear, helping someone learn something new, offering technical assistance, or ensuring someone has the tools necessary for success. Knowing we can count on each other for support is the only road to success - remember, we are a family!



Creator of **NeuroOptimal®**  
**Zengar®**

# Core Values



## 6 Innovation

### Think outside the box!

Be innovative and resourceful. Stay ahead of the curve, share your ideas. Embrace and drive change (we are a tech company after all!). Don't be complacent. Recognize you CAN help shape and influence how our family functions.



## 7 Positivity

### Be positive!

Laugh, have a sense of humor. Be optimistic and flexible. Spread good energy. Have fun. Be mindful, when work is fun, it no longer feels like work; it's simply a way you choose to spend your time. Remember, the way you carry yourself affects those around you.

## 8 Authenticity

### Be yourself!

Be authentic and genuine. This is a judgement-free zone so do not be afraid to show your true, fabulous self. When you can be comfortable being YOU, there is no limit to your potential.



## 9 Feedback

### Promote a feedback culture!

This is a safe zone. Feedback is non-judgmental information that promotes personal and professional growth. Offer the gift of positive or constructive feedback when appropriate in a loving but impartial way. If something bothers you, you are urged to bring it up. Wherever you are on the organizational chart, expect feedback from others; it's the teams' duty to provide it. Ask for it. Embrace it. It is a great opportunity to strengthen connections and become the best version of yourself while helping others do the same.



## 10 Growth

### Pursue continuous growth personally and professionally!

Get out of your comfort zone! Be passionate for learning and helping others learn. Share knowledge and resources. Coelevate and empower one another. Be open to learning about yourself. Learn from your mistakes as well as others'. Keep self-evaluating to understand how you can improve and find resources to help you do it. Help yourself and each other discover your true potential. If you aren't growing, you're dying!

