

## BrandActive

We are a team of great people,  
doing great work and having a great time doing it!

### Our Aspiration:

To be a place where you are supported in becoming **the best you can be**, where together we build a **strong and agile** organization that not only sets the standard for excellence in our industry globally, but also exemplifies how to be a **compassionate** commercial endeavor that is built on **trusting relationships** and empowering the **growth** of every one of us. We are a team of **great people**, doing **great work** and having a **great time** doing it, and we challenge ourselves to bring **smarter, faster** and **better** solutions in everything we do for ourselves and our clients!

# Our core values enable our organization to be **SMARTER, FASTER, BETTER** in everything that we do!

## TRUST

- We are committed to creating a workplace where people feel safe to be themselves by valuing inclusion and creating a sense of belonging.
- We act with humanity, treating everyone with respect, compassion and empathy.
- We are honest, open, straightforward and humble, and behave with integrity at all times.
- We take ownership for our actions and commitments and always right wrongs quickly.
- We practice vulnerability - we don't waste energy on politics or hiding our weaknesses.
- We value confidentiality and only share each other's stories respectfully.
- We give each other the benefit of the doubt and ask questions to validate our assumptions to gain mutual understanding.
- We value the trust our clients and partners put in us and are committed to acting in their best interests at all times.
- We meaningfully demonstrate appreciation for each other's contributions.
- We value the environment, our community and give back in gratitude.
- We love to celebrate our community and shared achievements.

## AGILITY

- We are focused on providing value to our clients – quickly and efficiently – letting the need for action drive the process, not the process drive the action.
- We embrace uncertainty, are continually evolving, and course correct quickly.
- We view challenges as opportunities to provide solutions and alternatives, and approach problem solving creatively.
- We seek to develop solutions that achieve “and” not “or”.
- We do not hold on to out-of-date beliefs and behaviors, and are open to new ways of doing things and other points of view.
- We disagree and commit, acknowledging that there is not always just a single, possible solution.

## GROWTH

We are not driven by traditional measures of financial growth but rather having a growth mindset, more specifically:

- We are committed to life-long learning.
- We are each responsible for our own personal and professional development, and take interest in and support each other's development.
- We seek to grow and promote from within.
- We challenge the status quo and positively embrace change especially when it is difficult and uncomfortable in the spirit of achieving a smarter, faster, better result.
- We take responsible risks and recognize that mistakes are part of learning.
- We give and receive constructive feedback, and act upon it to grow.
- We open ourselves up to explore all client challenges, to push the boundaries of our capability as a company and as individuals.
- We are optimistic about our future.