

BrandActive

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

ASPIRATION

To be an inclusive place where you are supported in becoming the **best that you can be**. Where together we build a **strong and agile** organization that not only sets the global standard for excellence in our industry, but also exemplifies how to be a **compassionate** commercial endeavor that is built on **trusting respectful 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 are guided every day by our deep commitment to equity, diversity and inclusion. We challenge ourselves to bring **smarter, faster and better** solutions to everything we do, both for ourselves and for 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 which values equity, diversity and inclusion, where people feel safe to be themselves and feel a strong sense of belonging.
- We act with humanity, treating everyone with respect, compassion and empathy.
- We encourage each other to speak up and speak out, and we make space for each other's diverse perspectives.
- We are honest, open, straightforward and humble, and behave with integrity at all times.
- We take ownership of our actions and commitments and always right wrongs quickly.
- We practice vulnerability - we don't waste energy on office 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 and gain mutual understanding.
- We value the trust our clients and partners put in us and are committed to acting in their best interest at all times, while remaining grounded in our company values.
- We meaningfully demonstrate appreciation for each other's contributions.
- We value the environment and our community and give back in gratitude.
- We love to celebrate our team 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, our continual evolution, and course correct quickly.
- We view challenges as opportunities to provide solutions and alternatives, and approach problem solving creatively.
- We do not hold on to out-of-date beliefs and behaviors, and are open to other points of view and new ways of doing things.
- We understand that there is not always just a single possible solution. We are prepared to disagree and commit once a decision has been made, while upholding BrandActive's culture and values.
- We seek to develop solutions that achieve "and", not "or".

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

- We are committed to lifelong learning.
- We are each responsible for our own personal and professional development and to support and take interest in 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, and to push the boundaries of our capability as a company and as individuals.
- We commit to learn and grow as it relates to equity, diversity and inclusion, and to challenge ourselves to change our attitudes and behaviors, creating a better world for everyone through unity and understanding.
- We are optimistic about the future.

GROWTH