

# 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.

# Humanity is at the core of who we are, guiding our deep commitment to equity, diversity, inclusion and wellbeing.

## TRUST

- We create a workplace that values equity, diversity and inclusion, where people feel safe to be themselves and experience 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 encourage different perspectives.
- We are honest, transparent, straightforward and humble and behave with integrity at all times.
- We own 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 honour confidentiality and share 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 appreciate and recognize one another's contributions.
- We value the environment and our community and give back in gratitude.
- We love to celebrate our team and shared achievements.
- We demonstrate professionalism with everyone while remaining committed to an inclusive, human-centered approach.
- We promote acts of kindness, generosity and support without expectation and assume positive intent.

## AGILITY

- We are focused on providing value to our clients efficiently — letting action, not process, drive progress — understanding that progress is iterative.
- We embrace uncertainty, our continual evolution and course-correct quickly when needed.
- We see challenges as opportunities and provide innovative solutions.
- We constantly stay open and curious about new ideas, alternative perspectives and creative ways of doing things.
- We recognize that there can be more than one possible solution and, once a decision has been made, are prepared to disagree, commit and act swiftly while upholding BrandActive's culture and values.
- We seek to develop solutions that achieve "and", not "or".

## GROWTH

- We are committed to people's growth and view financial success as an outcome of that commitment and more specifically:
- We are committed to lifelong learning.
  - We take ownership of our personal and professional development and support each other's success.
  - We seek to grow and promote from within.
  - We challenge the status quo and positively embrace change with respect and kindness — 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 exploring all client challenges and to push the boundaries of our capability as an organization and as individuals.
  - We commit to learning and growing as it relates to ourselves and humanity and to challenging ourselves to change our attitudes and behaviors, creating a better world for everyone through humanity, unity and understanding.
  - We are optimistic about the future.