

# Our Great and Noble Cause, Values and Behaviours



## Our Great and Noble Cause is to LIFT HUMANITY.

We achieve this by inspiring people to engage in Noble Self-Leadership. When you're selfish to be selfless you increase your physical, emotional and cognitive self-awareness, bringing the best version of you to work and home. The best version of ourselves displays Loyalty, Humility, Courage, Compassion, Congruence and Curiosity everyday. By practicing these values, trauma at work and home is managed then eliminated, making inter-generational trauma impossible and so, humanity is lifted.

### Loyalty

The Cause first,  
then the team,  
then self.

### Humility

It's the team  
that allows the  
individual to shine.

### Courage

Be afraid and  
do it anyway..

### Compassion

We have no idea  
what other people  
are dealing with.  
Be kind.

### Congruence

Integrity and  
alignment of one's  
words and actions.

### Curiosity

The path to better  
quality answers  
is better quality  
questions.

Our Values

We are proudly selfish to be selfless.

We maintain focus on the Cause and adjust the process if required.

We ensure the needs and benefit of the team are more important than individual gains.

We only seek humans here, not superheroes.

We actively listen before speaking.

We practice gratitude to appreciate all things great and small.

We know that failure hurts, we welcome their lessons as essential ingredients for success.

We believe there will always be setbacks; it's how we respond that determines our value.

We embrace vulnerability as a form of courage because we know it's ok not to have all the answers.

We treat all people as we wish to be treated, with respect and compassion.

We use open and honest communication to build trust.

Failure strengthens our support system.

We exercise self-compassion without judgement.

We do not compromise on people, safety, quality or delivery.

We speak-up if our values or principles are not respected.

We have zero-tolerance for unethical and non-compliant behaviours.

We view every problem as the start of a new possibility.

We ask 'how can I?' rather than say 'I can't'.

We welcome questions because two heads are better than one.

We seek out others perspectives to see things differently.

We seek help; a problem shared is a problem halved.

Our Behaviours

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Our Values

Our Behaviours