

## **Creative Philosophy:**

### **Work together.**

On a daily basis, our team and the other experts around me make me better at what I do and achieve.

### **Be passionate about what you do.**

Always strive for best-in-class. A half-hearted approach is not worth pursuing.

### **Be honest, a person of integrity.**

I lead by example, so that trust and loyalty become the foundation.

### **Details, details, details.**

It's the difference between the pros and the hacks.  
It feels good to be a pro.

### **I work for our clients.**

Getting our client's voice heard makes the challenge pay off.

### **Surprise and delight.**

Delivering more than promised says a lot about work ethic.  
Identify the opportunities and challenges, and then act on them.

### **Hang out and laugh a lot.**

Making the job fun. It's what fosters enthusiasm and creates the optimism to succeed.

### **Empower people.**

Helping others do their jobs well is rewarding. Look after our team.  
Fix problems, and give team members the tools they need to excel.

### **Take personal responsibility.**

Taking ownership of a mistake is being professional.  
Apologizing and learning from it is never giving up.

### **Give back.**

Making our culture and community better by sharing and mentoring, not only feels good, but also will make the future environment a better place.