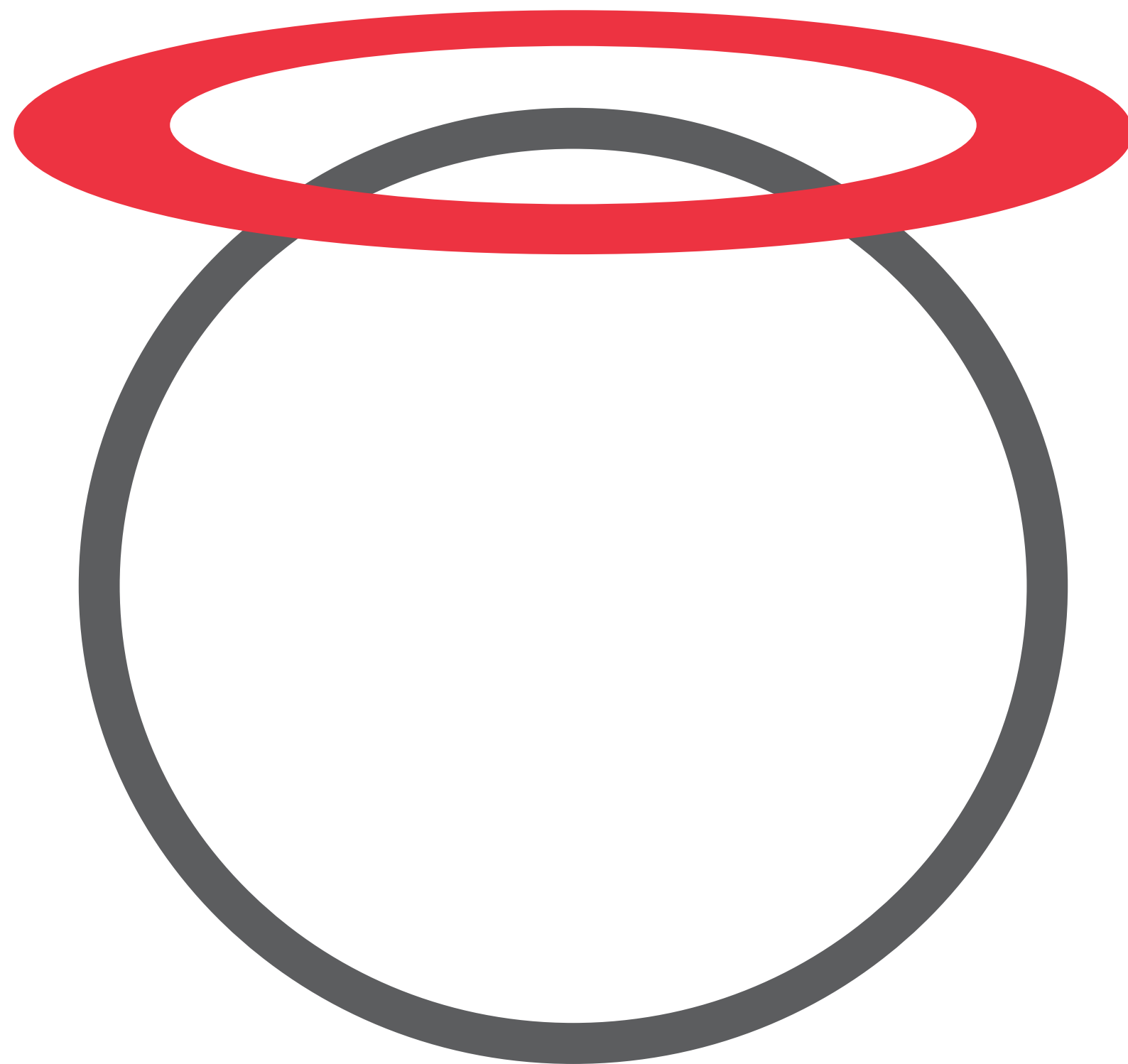


Core Value #1



be: Good

Live with honesty and integrity:

- a. Honesty - Tell the truth
- b. Integrity - Have moral principles and follow them
- c. Emulate people of character

Serve others:

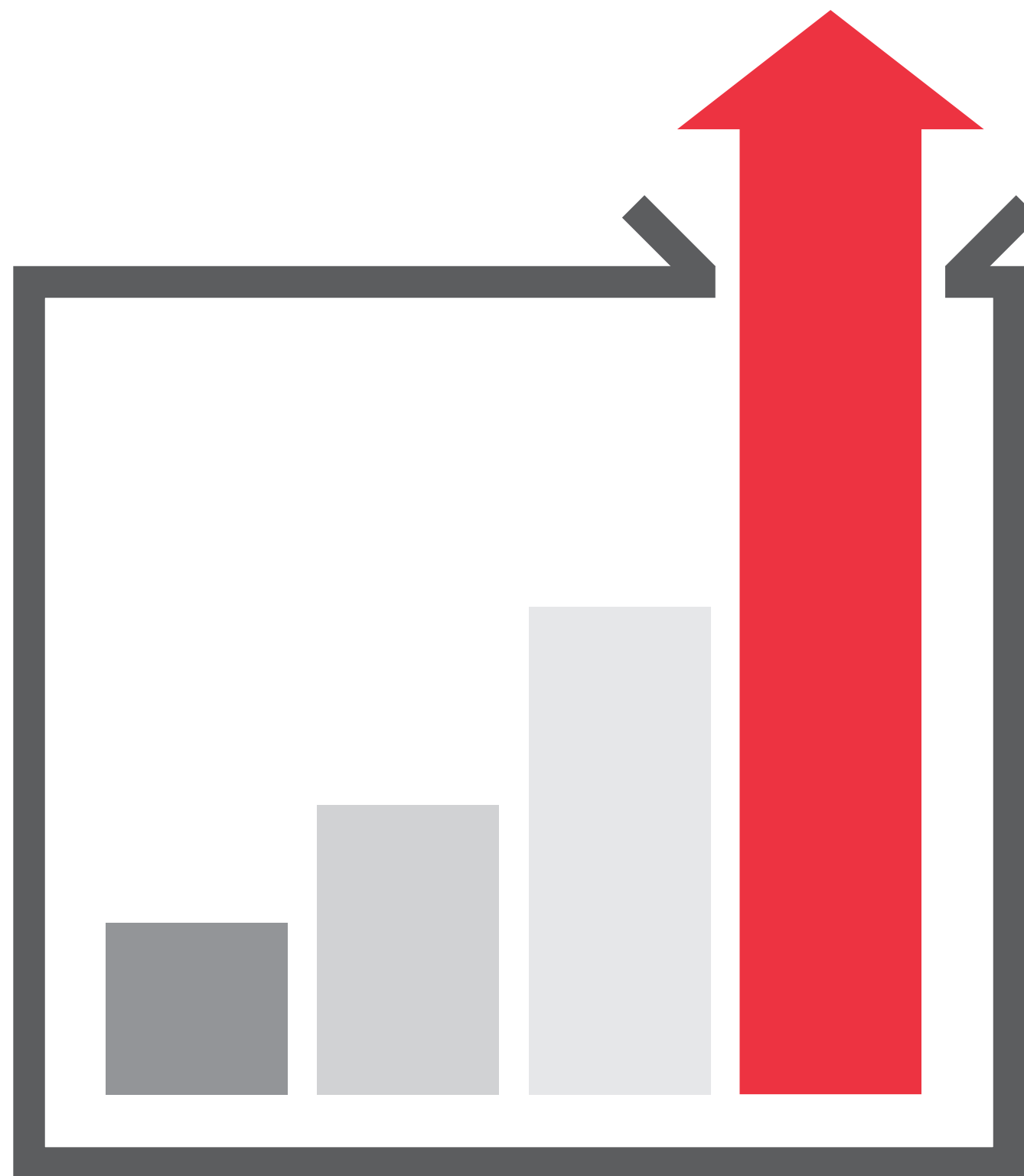
- a. Be a good & selfless person
- b. Use your life to benefit the world
- c. It's about the product; not about you

You have to start here if the rest of your project, this business, or your life is going to fulfill you and ultimately be worth doing, working at, or living, respectively. You can't do something that you don't believe in, that you don't think matters, that goes against what you know is 'right' and 'good' in your heart and be able to look your soul in the mirror... much less share it with the world with pride. Don't waste your time working on something that you believe doesn't matter - not that it has to be the most important task in the world, or even the

most important task in your world, but it has to be a task that's pushing forward something you believe in, that you know will touch people in a way that you know is really 'good'. Another aspect of being good is being honest - always telling the truth and having integrity - staying true to your core values. If you're not honest (your FF & SS are high), then people can't count on what you say you have done or will do, so it's impossible to work with you. If you don't have integrity... well... then this whole list is pointless because you won't live by

these standards. Many of the most well-respected people to ever live became so because of their commitment to their principles. We feel that this is not only critical to being well-respected, but one of the most important parts of being awesome as well.

Core Value #2



be: Excellent

Be a winner:

- a. Have a winning mind-set
- b. Create winning habits

Execute:

- a. Do what you say you are going to do
- b. work harder, work smarter

If you are doing something you believe matters in a way that is in line with your moral code or your sense of purpose, it follows that you shouldn't then be able to accept an end result that you know isn't excellent. It's not that this result of excellence happens on your first try, or even your second or third, but that excellence is unanimously agreed upon as the final result, and anything less would be morally unacceptable

to all those involved because of their belief in Core Value #1. This is both an internal, subjective commitment to mastery as well as a completely objective measure of results. In other words, excellence means 'do your best no matter what', but this maxim also doesn't become an excuse for not actually creating results. In order to have a company of people who produce results, each person has to be committed to

improving and mastering themselves. In order to have a group of people who are committed to improving and mastering themselves, you need to have a culture that expects stellar results.

Core Value #3



be: A Friend

Bring the fun:

- a. To yourself - You are responsible for your own fun & happiness
- b. To others - If you aren't giving your customers & coworkers happiness in some form, you aren't giving them what they want.

Nothing is more awesome than people:

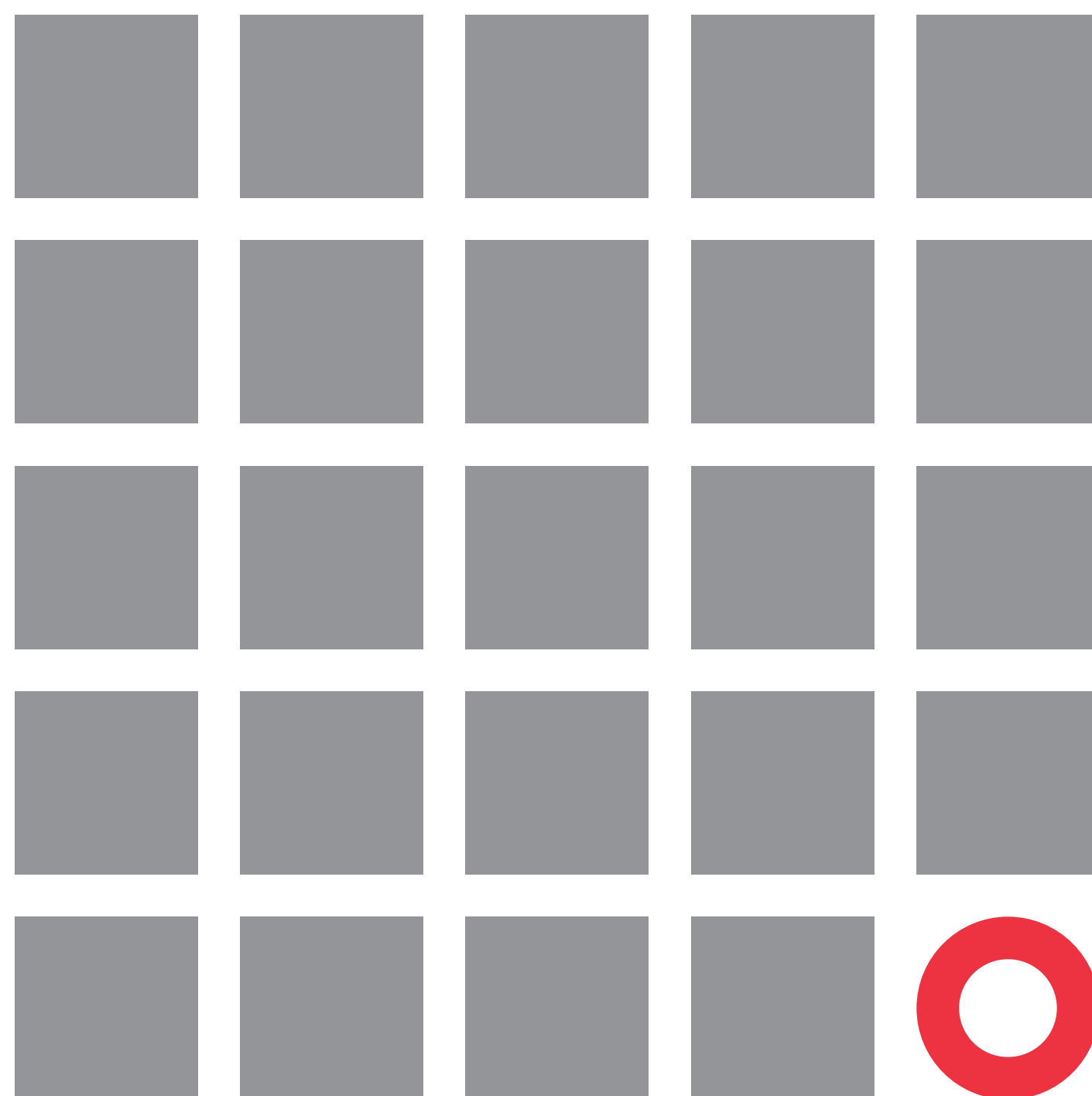
- a. "Do life" with your coworkers
- b. Love your customer and treat them like a human being

Any great undertaking isn't done alone, and even if it could be, we aren't interested in doing it that way. We exist to serve others. We work next to others in pursuit of this vision. Human beings crave connection. Companies are communities. To deny any of these things is to deny reality and the happiness that comes from enjoying the company of those around us. We want to connect with others who care about what we

care about. We want to deeply understand the problems and desires and lives of those we hope to serve. We can't do this with 'coworkers' or as a 'company'... we can only do it as a community of friends and teammates, committing to do good with excellence for customers we care about. While some less than perfect teams have produced occasional excellence, no dysfunctional team ever became a dynasty.

More importantly, no team has enjoyed pursuing something no matter how good the cause or how committed to excellence everyone was, if nobody liked anyone else. People crave connection, and we figure that the easiest way to make a friend is to be one.

Core Value #4



be: You

Forget 'em:

- a. Be secure in your principles and your mission
- b. Hear the naysayers, but don't listen to them

Do your thing:

- a. Own it - Be passionate, be yourself
- b. Know it - Be clear, be an expert

Game will recognize game:

- a. Be more concerned with your character than your reputation
- b. If you are behaving like the right kind of person, you will attract the right kind of people

This one is last for a reason. If you aren't a person who's naturally committed to being good, excellent, a friend... then we don't want you to be you... actually, we don't want you, period. Awesome Inc isn't about you because, as the first Core Value clearly states, it's about 'being good' by doing good, putting integrity and honesty up front and making sure that the focus is on the product or service and the benefits it provides in the

lives of our customers. But if those first three Core Values deeply jive with who you are, then there's no reason you can't bring the rest of 'you' to the table. Actually, we insist that you do just that. It's why you're a part of the team - not just for your specific skill set, but because of who you are as an individual. As long as you share the foundational principles with everyone else, the type of music you like, the clothes you

wear, your essence - however you define it - is an important part of what makes Awesome Inc truly Awesome.