

HOW TO PLAY

Our values of continuous learning, creativity, and engagement are the bedrock on which we stand. By embracing these principles, we ensure that every initiative and interaction moves us closer to creating workplaces where culture and innovation drive sustained success.



IMPROVE 1000 FOLD

Knowledge is not static, everyday new things are discovered and invented and **we must keep up**.

We cannot stop learning; we must be forever **curious**, looking behind the curtain. We are eternal students of our field and **dedicate time to look deeper**.

You can improve machines and double productivity but **improve a person** and you improve 1000 fold.

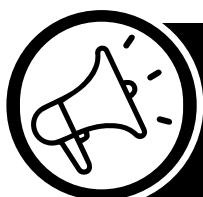


RELEASE THE KRAKEN

The sea will sit still, settled in equilibrium as the waves lap gently across time. Time cannot be left to its own devices, time will eat away at you. It forces you towards a stillness.

You must **release your kraken**, the monster that stirs in your belly. This will churn time and make you its master.

Focus it on the tasks you **need** to complete, the elements that will stir the **highest waves**.



DO NOT GO QUIETLY INTO THE NIGHT

A message is nothing if never heard.

A lesson is nothing if never remembered.

Communication needs to **grab attention** and last long in the memory so it can resonate.

Appeal to the senses and spark change in the world.

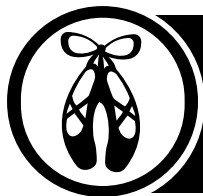


THE SUPPORT ACT

Our role is of the **unsung hero**.

We carry Frodo up Mount Doom when the ring grows too heavy.

We are the **ladder** elevating people to success, we **do not need to find the glory** but delight in providing the success of others.



REMEMBER TO DANCE

Be your **quirky odd**, glorious selves.

Be **creative**. Refuse to be constrained by what has always been. Break the norms and enjoy yourself.

Creativity shines when we are safe, secure and happy.

Allow environments where people are free to sing their **own kind** of music and refuse to let anyone be put into a corner.

These values are our **moral guidance system** and when combined with our **Vision**, ensure we do not deviate from our path ... 🌟

