

----- **INBOUND IS A MINDSET, A PHILOSOPHY AND A CULTURE.** -----

TO BE INBOUND IS TO BE **HELPFUL**, WITH AN **OBSESSION** WITH **LEADING OTHERS TO BE SUCCESSFUL.**

WHEN WE EMBRACE INBOUND WE HAVE A **POSITIVE AND LASTING IMPACT** ON THE **GROWTH** OF OTHER PEOPLE, BUSINESSES, ORGANIZATIONS, OUR COMMUNITIES AND OURSELVES.

----- **BELIEFS:** -----

WE BELIEVE THAT TRUST IS THE MOST IMPORTANT CURRENCY FOR ANY BUSINESS, AND THAT ACHIEVING TRUST REQUIRES **RADICAL HONESTY & ACTIVE TRANSPARENCY.**

WE BELIEVE THAT THERE IS POWER IN **COMMUNITY**, AND THAT **COLLABORATION, COOPERATION AND COMMUNICATION** WILL LIFT US ALL UP AND CONTRIBUTE TO MUTUAL UNDERSTANDING AND SUCCESS.

----- WE BELIEVE THAT THERE IS ALWAYS ROOM FOR GROWTH, AND **EDUCATION** WILL EMPOWER US AND THOSE AROUND US TO **MAXIMIZE** OUR **GROWTH POTENTIAL.** -----

----- WE BELIEVE THAT BY DOING OUR BEST TO MAKE **PEOPLE** AND **THEIR ORGANIZATIONS SUCCESSFUL:** -----

WE WILL **MAKE THE WORLD A BETTER PLACE.**

WE WILL **ENRICH THE LIVES OF THOSE AROUND US.**

WE WILL **INSPIRE OTHERS** TO DO THE SAME ("PAY IT FORWARD").

WE WILL ACHIEVE LONG LASTING **SUCCESS** FOR OURSELVES.

----- **HOW OUR BELIEFS SHAPE OUR APPROACH AND BUSINESS:** -----

IMPACT IS **INSPIRING, EDUCATING AND EMPOWERING PEOPLE AND ORGANIZATIONS TO OVERCOME COMMON OBSTACLES AND CREATE BREAKTHROUGHS**, AND BUILD A WORLD WHERE WE GO OUT OF OUR WAY TO **HELP OTHERS BE SUCCESSFUL.**