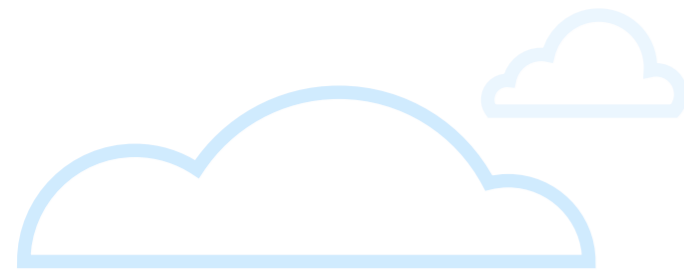


# Core Values



## What we stand for at AdvicePeriod



### Integrity

Say what you are going to do and do what you say. Be true to your beliefs and try to honor others by treating them as you would like to be treated.

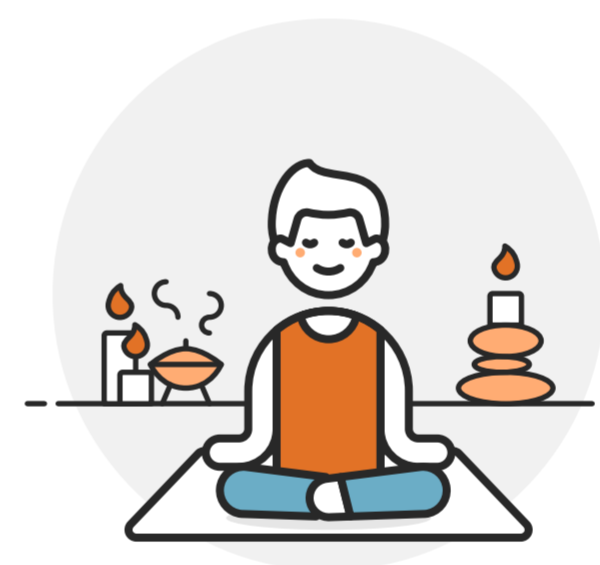
- Invest time in making clean agreements and adhere to (or re-negotiate) your agreements.
- Demonstrate patience with teammates. Always invert.



### Honor

Be honest and transparent. Deliver on your commitments to the best of your ability.

- Under-promise and over-deliver.
- Maintain your work and workplace to impeccable standards. Keep your area clean.
- Protect and support your teammates.



### Humility

Be curious. Never worry about asking for help. We can always improve. It's about the team.

- Proactively seek out and provide feedback.
- Purposely try something new, even if just to learn.
- Appreciate and acknowledge the skills of your teammates.



### Excellence

Do everything to the best of our abilities. Never compromise. Set high expectations and exceed them.

- Deliberately set lofty goals and embrace the challenge.
- Create opportunities for teammates to excel.
- Celebrate achievement particularly with your teammates.