

THE LAWS WE LIVE BY

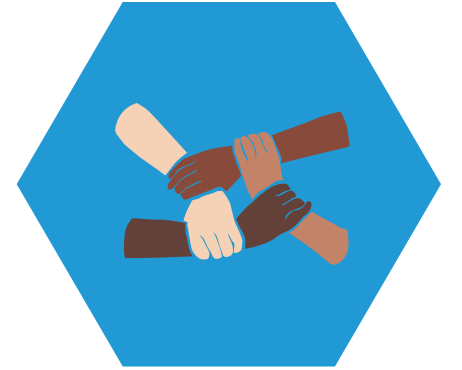
A concept popularized in Mike Michalowics' book, *The Pumpkin Plan*, "Immutable Laws" are the core, non-negotiable beliefs and values that underpin how and with whom a business does work.

Here are ours:

01

Make a Difference

From the core of our being and the start of our enterprise, we have been about making a massive difference. We believe it is our responsibility to use our success to lift others, serve the greater good, and create opportunities for others to thrive. We share our success with our stakeholders and our community.



02

Do Good Work

We deliver quality in our work, we fix our mistakes, and we see things through. At the end of the day, we will always prioritize doing the job well. We don't cut corners for convenience or expediency, and we don't work with those who do. We may not get it perfect every time, but we will always strive for excellence.



03

Integrity is Everything

We tell the truth, and we strive to always honor our word. Even when it's messy, hard, or uncomfortable, we make choices and take actions that are consistent with our promises. When we can't, we own up to it and take the time to clean it up with everyone impacted - and we do it without making excuses or blaming others.



04

Joy and Gratitude Win

Easily our favorite Immutable Law, this one deals with *how* we work. We reject "hustle culture" and empower our team to prioritize their health, happiness, and relationships. We believe joy is one measure of long-term sustainability, and we are thoughtfully shaping our company to make it a place people *enjoy* being.



05

Own it

We believe in living in the driver's seat of our lives. We take responsibility for our results, and we encourage others to do the same. Rather than swooping in to solve problems, we aim to empower our clients to see themselves as the source of their own success. This law also refers to authenticity: embracing who we are *and rocking it*.

