

TONY ROBBINS

WHO WE ARE

OUR VISION:

To change lives everywhere. To awaken and ignite the human spirit in everyone.

OUR MISSION:

We create breakthroughs. Our work changes lives.
We transform the quality of people's lives around the world.

Our life is a calling to serve something greater than ourselves...

OUR CORE VALUES:



1. GIVE HEART & SOUL – LIVE IN A BEAUTIFUL STATE

Love what you do. Love the client. Love each other. Be generous. Treat people like family. Catch yourself under stress. Be playful. Offer a fresh start. Target the 90-second rule. Always GIVE much more than you expect to receive. Trade your expectations for appreciation. Remember: The secret to living is giving.



2. KEEP THE ULTIMATE PROMISE: ADD MORE VALUE

Our heartfelt standard is to find a way to do more for others than anyone else can possibly expect.



3. BE RAW, REAL, and HONEST. CALL IT TIGHT. AND STAY CONNECTED

Focus on the facts, and then share your perspective. Be kind and stay in your heart. Be conscious & responsible for the impact of your communication (speech, email, slack, text). When you make a mistake, it's simple, clean it up. Focus on solutions, not the story or the problem – there's always a way.



4. CREATE BREAKTHROUGHS: PUSH THE LIMITS, DO THE IMPOSSIBLE

Think differently. Create new possibilities. Stay flexible. Don't just accept what has been done before. Get curious, innovate, work smarter, crave growth.



5. KEEP PROMISES. FIND A WAY TO MEET THE NEED, OUR WORD IS OUR BOND

NO excuses. NO blame. Take 100% responsibility and find a creative solution.



6. BE LEGENDARY: GET RESULTS, DEFY THE ODDS, SET THE STANDARD, STEP UP!

Live our results-focused, purpose-driven, massive action principles. (RPM)



7. COMMIT TO CONSTANT & NEVER-ENDING IMPROVEMENT

80% of success is psychology, 20% is skill. Keep learning, the training never stops. Progress = Happiness. Make progress every day!



8. GO FIRST. EVERYONE IS A LEADER. SUSTAIN THE VALUE CHAIN. NEVER SETTLE.

You get what you tolerate. Measure it to manage it. Clarify & Verify. Get the outcome!



9. HONOR EACH OTHER: WE STAND UNITED IN LOVE & RESPECT

Deepen your appreciation for your teammates and expand your awareness of the dynamics of their lives. Commit to the success of the whole team. No sub-grouping. When there's challenge, come together, expand the circle, and create solutions. Work hard, play hard and enjoy each other.



10. REMEMBER: HAVE FUN, BREAK EACH OTHERS' PATTERNS, AND TRULY CELEBRATE!

