



## ***Core Values in Action***

***Connection - We bring people together with the best version of themselves and facilitate powerful relationships that move businesses forward.***

“Connection is the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship.”

- Brené Brown

1. **We hold our clients accountable to the vision they set forth so they can connect more deeply to themselves, those they serve and the truth of what’s possible**
2. **We go the extra mile to show our clients and our connections how much we value our collaboration through creating win-win relationships, intentionally leveraging our network, and curating special experiences**
3. **We hold weekly full-team wins calls to celebrate one another and stay connected as a team**



**Enthusiasm - *We treat every interaction as an opportunity to breathe more life into others.***

"Nothing great was ever achieved without enthusiasm."

- Ralph Waldo Emerson

1. **We are energetic advocates for Super Connector Media. All of our interactions reflect the company's values and our commitment to the SCM vision.**
2. **We operate from a space of service and all of our actions are based on what we can give, not what we can get.**
3. **We're positive, optimistic, proactive problem-solvers who bring solution-based suggestions to our team/superior when we have an obstacle.**

**Gratitude - *We regularly show our colleagues, peers, collaborators and clients we're thankful for them.***

"Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation."

-Brian Tracy

1. **When things are tough, we use our tools to get back to a space of gratitude.**
2. **We acknowledge and celebrate all wins with the SCM team and clients through written, verbal and in-person communication.**
3. **We find thanks for the journey just as much as we do the destination.**



**Joy - We embody happiness, success and abundance.**

“The most wasted of all days is one without laughter.”

— Nicolas Chamfort

1. We believe joy is a choice and not only do we always have the opportunity to curate joy, we commit to doing so each day
2. We smile, we listen attentively, we encourage our clients and Super Connector Media teammates in all interactions, whether big or small, professional or personal.
3. We are consistently creating experiences and opportunities for laughter, fun, creativity and growth.

**Drive/Growth - No matter the objective, we execute with intention, tenacity and believe deeply that hard work always pays off.**

The swiftest way to triple your success is to double your investment in personal development."

- Robin Sharma

1. We participate in personal & professional growth trainings provided by Super Connector Media so that we can achieve our ultimate potential
2. We consider every obstacle an opportunity for growth.
3. We acknowledge we all come with specific talents that are essential to the success of SCM and we share those individual gifts with our co-workers



**Integrity - *We are committed to delivering what we promised. No matter what.***

"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not."

- Oprah Winfrey

1. **We believe incredible results are a byproduct of perseverance coupled with self care.**
2. **We ask for help when we need it. We take advantage of the ever expanding resources provided to us to constantly up-level.**
3. **We are punctual, we meet deadlines, and we always go the extra mile to exceed expectations.**
4. **We hold ourselves accountable and are dedicated to open and honest communication.**

