

# WE ARE SANCTUARY

Partners In Marketing. Leaders In Growth.



# 1

We strive to do work, and work with people, we enjoy.

We only take on work where we can truly make an impact.

We celebrate our strengths and successes, and embrace our weaknesses and failures, together.

We value health and family and believe that it will ultimately benefit our team and our company.

We passionately embrace our values to ensure that we ARE SANCTUARY for our clients, our team and us as individuals.

## RETURN RESULTS

We know that our mission is to help our clients grow their businesses.

We pursue our clients' goals as if they were our own.

We are passionate about returning great value to our clients.

We demonstrate our value by consistently presenting factual data.

We believe that efficiency and eliminating waste are the keys to returning maximum value.

# 2

# 3

## ALWAYS BE HONORABLE

We do the 'right thing' because our integrity is paramount.

We're transparent and share information openly and proactively.

We're responsible for our individual decisions.

We're humble and admit what we don't know.

We're honest to a fault.

## STRIVE FOR EXCELLENCE

# 4

What we do, we do well.

We always strive to go beyond the status quo.

We can always be relied upon.

We are empowered to 'plus' the client experience.

We believe that if you expect excellence, you'll get it.

## BE CURIOUS

We believe that great ideas come from curiosity.

We are always learning.

We are broadly knowledgeable.

We strive to think outside the box.

We question everything.

# 6

# 5

## USE SAGE JUDGEMENT

We make wise, well thought-out decisions.

We approach our work by executing trusted, repeatable processes.

We think strategically and can articulate what we need to succeed.

We are 'ok' with failing knowing that we'll ultimately learn and improve.

We believe that 'simple is good' and simplicity is the soul of efficiency.

# 7

## BE SELFLESS

We trust that this is "our" work. Not "my" work.

We collaborate and we leverage collective genius.

We are egoless when seeking what is best for our clients and our team.

We make time to help our clients and team members whenever possible.

We are quick to admit mistakes.

## HAVE BOUNDLESS COURAGE

We take smart risks.

We strive for candor and directness with everyone.

We say what we think even if it's controversial.

We avoid planning-paralysis and aren't afraid to 'quit talking and begin doing.'

We fiercely challenge ideas and actions inconsistent with our values.

# 9

www.sanctuarymg.com



## INNOVATE

We are forward thinking.

We challenge prevailing assumptions and suggest better approaches.

We believe that we are all intensely creative.

We are 'ok' with change because it leads to innovation and improvement.

We seek excellence through process and continual improvement.

