

# **BLOOMBLE CORE VALUES**

## **CREATE A POSITIVE IMPACT**

While our hard work and high standards will lead many of us to become wealthy, we don't make it our ultimate goal to seek the spotlight. Instead, our purpose is to positively impact everyone we meet. By striving to be models of excellence and providing value to the world, we will transform the course of history for good. It is our mission to make the person we are in contact with, whether it is virtual or physical, to feel an impression of increase because of our interaction(s).

## **LEADERSHIP THROUGH ACTION**

We believe a society only rises to the level of its leaders. The culture of any organization or nation is only the extensions of the character and actions of its leaders, and we believe there is only one truly effective way to lead: by example. Execution is everything. If our actions speak loudly, our influence will be heard all over the Earth.

## **DO THE RIGHT THING**

While all human beings have different backgrounds and perspectives, we believe there is a basic, universal standard of right and wrong that everyone knows and should uphold: moral imperatives like don't steal, don't lie, own up to your mistakes, and don't use or abuse people. For this reason, we value character as the core of success and happiness. If who you are isn't good and true, whatever you do will be toxic and worthless.

## **BE HUMBLE**

We believe in humility, not false modesty. We believe in confidently acknowledging our gifts and accomplishments, but always recognizing that we have a long way to go and short time to get there. We always recognize room for improvement. We know full well that we are not perfect, and that is why we always chase perfection.

## **HARD DISCIPLINE**

We don't believe in a supernatural secret to success or special formula known only to a privileged elite. We believe success is the inevitable result of possessing an invaluable



skill: discipline. Discipline is the cornerstone of mental toughness, that all-encompassing quality that gives us the ability to do hard things on a day-to-day basis. It is by cultivating habitual discipline in our lives that we complete tasks, accomplish goals, gain momentum, develop character and achieve all our plans and dreams.

## COMMIT TO DOMINATING

We believe that overachievers win, but that overachieving winners are committed to total domination. Whether it's in business, sports, politics, or whatever, we don't think it's enough to be a standout among the successful. We want to run up the score, smash records, transcend even the elite performers, and exist in a class by ourselves. We believe that each of us should truly peruse being The Greatest Of All Time at whatever it is we choose to do; and while we recognize the value of competing with others, we believe our #1 rival looks at us in the mirror every morning. We will do everything in our power to make sure the person we are today would easily and totally defeat the person we were yesterday.

## GOOD ISN'T ENOUGH; EXCELLENCE IS ESSENTIAL

We are not satisfied with doing a good job, or creating a good product, or delivering a good performance. Excellence isn't even our standard; it is our minimum requirement, and we will always push ourselves to go far beyond it. We will commit to any preparation, focus, effort, persistence, and determination that are necessary to out-perform and over-deliver in every area of life. We don't want the results of our life and work to be satisfactory. We want them to be undeniably legendary.

## BE A LIFETIME STUDENT

We believe that if you think you know everything, you can't learn anything. And if you can't learn anything, you can't improve. And if you can't improve, you're doomed to stagnation and, eventually, extinction. For this reason, we are relentless in pursuing more knowledge and experience. But we aren't just looking to be informed. We're seeking to be transformed. We are lifetime students who want to become masters of excellence, success, and happiness. We evolve and adapt. We seek out, and get (un)comfortable in knowing that if we're not continuously changing, evolving and improving – we are falling behind. We check our egos at the door and are extremely flexible to adopting new ideas or tactics and implement them immediately.

## ACT WITH INTENTION



# BLOOMBLE

We believe that every action has a reaction, therefore, we do everything with the utmost intention. With each task we execute, we think of its greater effect on our organization's operations, supporting team members, overall reputation, and our future. We are hyper focused on the results of our actions and how it ripples deeply through the company and to our customers across the entire nation. Therefore, set the intention of showing up for each other and delivering outstanding results. We make our customers our top priority and put ourselves in their shoes to make their experience through our actions better each and every day.

## COMMUNICATION IS KEY

Informed people make better decisions and make a greater impact — so we work hard to ensure that everyone can access as much information about the company and their responsibilities as possible. We bring passion and energy to work, knowing that active participation is essential to create better outcomes. We do what we say we're going to do. If something happens to prevent that, we determine the new course and communicate quickly. We build trust through constructive, candid communication that serves the common good. Hard conversations are welcomed and we don't make assumptions. We communicate honestly and respectfully. We work with urgency to solve problems and implement solutions. We align around a decision and each contribute to and are accountable for its success. We value those who speak thoughtfully, encourage and respect diversity of opinion and listen carefully with an open mind. Share information. Share mistakes. Share victories. Your teams should be your toughest critics, your biggest challengers and your loudest supporters.

## CHALLENGE AND CONTRIBUTE

To build an everlasting organization, we all exude an ownership mentality. Everyone has the power to make our company better, so we take full responsibility for our roles as well as recognizing where we can improve on a daily basis. We don't optimize for the short term or ever take the lazy approach. It is law that short-term gains never justify long-term sacrifice. We invest into our future each day that we wake up and show up. There is no other option than to make sure that what we contribute is something to be proud of. We are all builders. We are collectively building the product and company of our dreams.