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# I N S P I R E

## OUR PURPOSE

Why do we exist?

***“CREATE INSPIRATION”***

## OUR COMMITMENT

Most important thing we need to do to fulfil our purpose?

***“BELIEVE WE CAN”***



# A NOTE FROM OUR FOUNDERS

Innovation is exciting, and businesses flourish with change. Yet with change there is a constant, our True North: Why we do and the Way we do transcends What we do.

We call the Why our Purpose and the Way our Values. This is our heart and soul.

Our purpose pre-dates all that we have come to know, yet endures. To Create Inspiration is in our DNA. It's a purpose built on a belief, that is to Believe We Can... By surrounding ourselves with great people who share our Values.

And like family, share our DNA.

We call this group of inspired people, our Team.

- Lauren & Geoff



# VALUE \*

/ˈvɒljʊː/

noun

plural noun: values

**1. the regard that something is held to deserve; the importance, worth, or usefulness of something.**

“your support is of great value”

synonyms: merit, worth, usefulness, use, utility, practicality, advantage, desirability, benefit, gain, profit, good, service, help, helpfulness, assistance, effectiveness, efficacy, avail, importance, significance, point, sense; informal mileage

“the value of adequate preparation cannot be understated”

**2. principles or standards of behaviour; one’s judgement of what is important in life.**

“they internalize their parents’ rules and values”

synonyms: principles, moral principles, ethics, moral code, morals, moral values, standards, moral standards, code of behaviour, rules of conduct, standards of behaviour

“society’s values are passed on to us as children”

\* As defined by the world wide web





# VALUE \*

/ˈvɒljʊː/

noun

...put simply

1. The way we behave.
2. The way we do things.

\* As defined by us!



# RESILIENCE

- a. Grit & Persistence in Difficult Situations
- b. Energise Others with Positivity
- c. Actively Support Others. Always

There are two types of people, people who run towards the fire and those who run away from it.

In tough times we lock arms and support each other. We don't shy away from difficult situations. We show persistence and resilience, focusing our energies on toughing it out.

We FIRE UP - and fight fire with fire.




# OWNERSHIP

- a. Take Action with Urgency
- b. Pride in personal Performance
- c. Proactively Take Responsibility

We own the lessons we learn.

We grow by proactively taking responsibility for more than just a job description.

We pride ourselves on achieving personal goals and performance, and feel fulfilled in the continuous pursuit of our best selves.



## IT'S IN THE DETAIL

— x —  
Matching the airiness of the apartment, finishes are fresh and light, with little details that invite the owner to express their own personality.

East facing to maximise morning sun.

Chamfered edge to kitchen bench.

Handmade Spanish tile splashback.

Feature quality, heavy sheries.

Both the living and bedroom open onto the terrace.

Floor to ceiling glass doors and windows.

# C U R I O S I T Y

- a. Never Resting on our Laurels
- b. Always Searching for the Magic
- c. Ask Questions & find out What Else

We are a curious bunch. It's curiosity that drives us forward and feeds our creativity.

The magic is in how things can be done more creatively, more beautifully - and always better than the last time.

We never stop searching for the magic.





# TRUST

- a. Demonstrate Respect & Care. Make others Feel Safe
- b. Have the Honest & Difficult Conversations
- c. Assume Positive Intent

We act with the best intentions for our teams - this is clear through the care and respect we demonstrate with each other.

Positivity and honesty is our “modus operandi” - and with positive intent, the difficult conversations become less difficult.

Because we know we are in a safe environment, surrounded by good people.



# T E A M

- a. Strictly Inclusive
- b. Selflessly Cooperate with others

We get involved and involve others. We understand the exponential power that comes with pooling our resources together.

We pull our weight, and we help others pull theirs when things get heavy - selflessly and enthusiastically.

We work together, not because we have the same employer, but because we are an inspired community of great people, doing great things.

*“We call the Why  
our Purpose and  
the Way our Values.  
This is our heart  
and soul”.*

R ESILIENCE

O WNERSHIP

C URIOUSITY

T RUST

T EAM

# P R I O R I T I E S

## C A R E   A B O U T   O U R   F I N A N C E S

Caring about our finances and understanding our financial impact is critical. And we should care, because profitability enables the business to offer us opportunities. The more the business grows, the more we grow - we call this Investing to Scale.

## P U T   C U S T O M E R   E X P E R I E N C E   A T   T H E C E N T R E   O F   W H A T   W E   D O

Our customers are our livelihood, and so it's only fair that we put them at the centre of what we do. It is our responsibility to be honest in how we partner, ensuring we are easy to deal with. Doing the simple things well and mastering the fundamentals should be what we are known for! And remember, anyone we serve is a customer.

## RELATIONSHIPS ARE ABOUT GIVING

Honesty and respect are critical to building deeper connections with others. And as such, we fulfil this in every interaction we have with others. When we commit ourselves to doing so, we also commit to the success of others.

## COMMITMENT TO CREATIVITY

Leave a fixed mindset at the door, we're all about bringing your growth mindset to the table. A commitment to creativity means we challenge the status quo, knowing there is always enough to go around, because we believe in abundance.

## CONSISTENTLY GIVE BACK

We are generous, both to others and ourselves. This manifests itself through a selfless donation of time and energy, where we serve others with no expectation of reward. Consistently giving back is what we do.

OUR  
FOUNDATIONS

PROCESS

INTEGRITY

INNOVATION





CREATE INSPIRATION



BELIEVE WE CAN