

+ IGNITING
CULTURE

IGNITE  XDS

The most **DANGEROUS
place in the world
is where you play it
safe & blend in.**

THE OLD CULTURE

Boxed-In Thinking
Dull Creativity
Rigid Environments



THE OLD CULTURE

**Results in employees
focusing solely on**

**Profits &
the Clock**

THE OLD CULTURE

**Results in a lack
of investment**

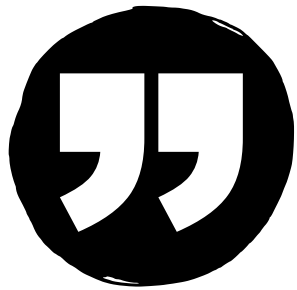


That might work for mediocrity, but what about being

REMARKABLE

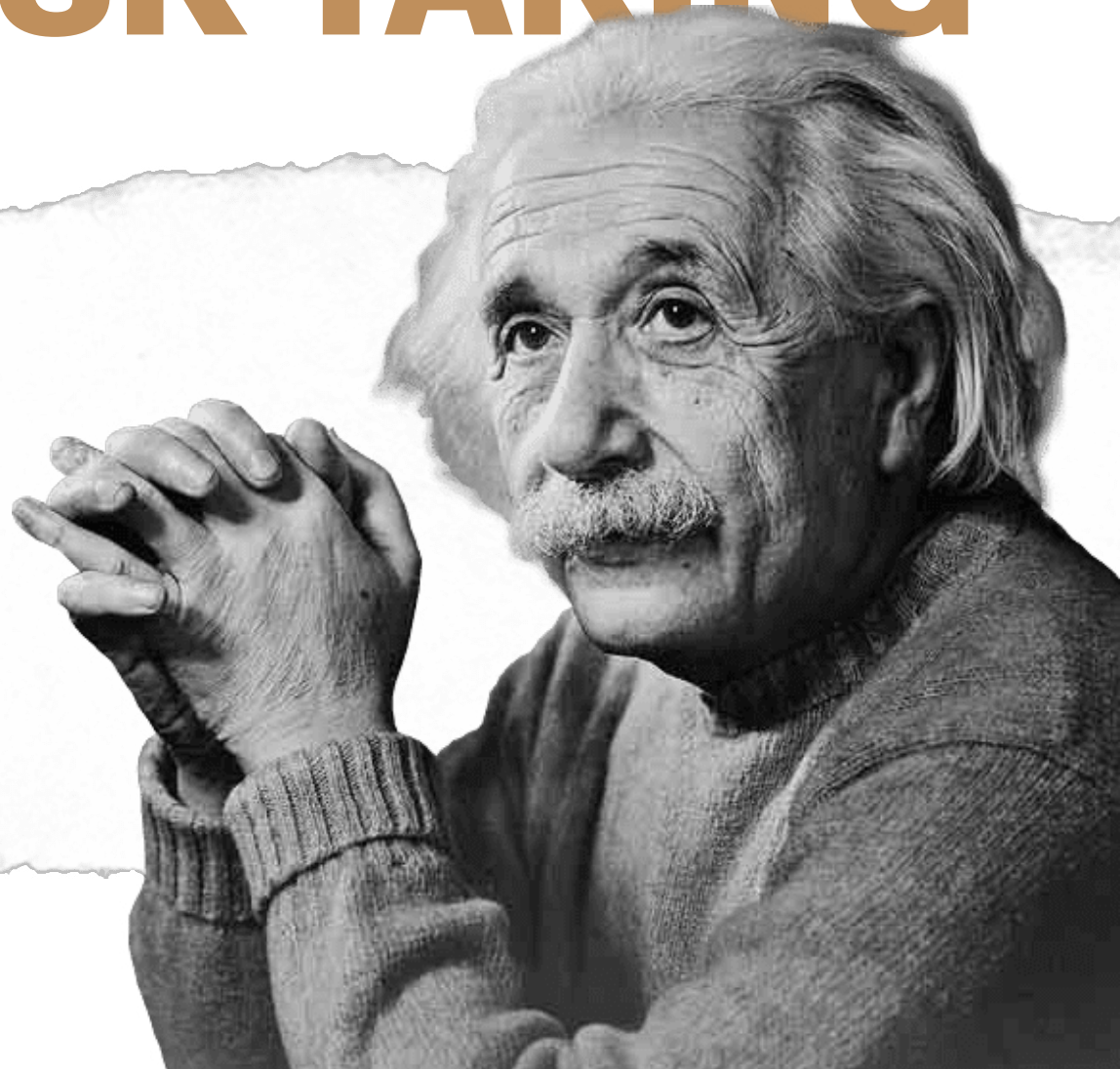


REMARKABLE RESULTS ARE BORN OUT OF RISK TAKING



Anyone who
has never
made a
mistake has
never tried
anything **new**.

- Albert Einstein





We spend an average of

20%

of our lives at work.

**We shouldn't make
ourselves suffer
through it.**





So we decided to take a risk and

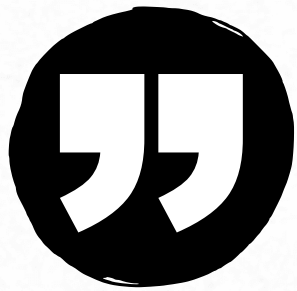
CHANGE THE **CULTURE**

It used to be you had
to escape work to
enjoy life. We believe
in enjoying work &
life, **TOGETHER.**



BALANCE

Work + Life. Not Work vs. Life.



If you're interested in 'balancing' work and pleasure, stop trying to balance them. Instead make your work more pleasurable.

- Donald Trump



**We threw out
everything we
thought we knew
and asked, “WHAT
MAKES US
REMARKABLE?”**





**“
I'm looking
for a great
place to
work.”**

**We took a step
back and looked
at our staff like our
customer.**

So how do we attract the **BEST CUSTOMERS?** **(TEAM)**



We create
CURIOSITY,
PASSION &
LOYALTY, through
strategic **GROWTH** &
marketing **STRATEGIES**

A man, a woman, and another woman are sitting in a circle on a light green circular background. The man on the left is wearing a pink shirt and blue jeans, with sunglasses on his head. The woman in the middle is wearing a green and black plaid shirt and blue jeans, with sunglasses on her head. The woman on the right is wearing a light pink jacket and blue jeans, with sunglasses on her head. They are all smiling and looking at each other. To the left of the circle is a large pineapple. To the right is a bouquet of flowers including yellow chrysanthemums, red tulips, and orange roses. The text "We build lasting relationships based on happiness & mutual success." is written in white on a black background, centered over the bottom half of the circle.

**We build
lasting relationships
based on happiness
& mutual success.**

Our mission: To foster
HAPPINESS & SUCCESS
amongst our clients & our
team through

**CURIOSITY,
PASSION &
ACCOUNTABILITY**



Commitment to
the **SUCCESS &
HAPPINESS** of our
clients will earn
you their **LOVE,
ATTENTION &
LOYALTY.**



Therefore,
rewarding US
with more
opportunities to be
REMARKABLE!





**But not
everyone is
a good fit.**

**We're picky about our peers.
We're looking for unorthodox
professionals!**



**I have the simplest tastes.
I am always satisfied with
the best.**

– Oscar Wilde



Instead of only focusing on **SKILL**,
we value **PERSONALITY TRAITS** too:



**HONEST
OPEN
EFFECTIVE
ADAPTABLE
COMPASSIONATE
REMARKABLE**

This helps us decide who is a **GOOD FIT** and who is **NOT**.

With **HAPPINESS & SUCCESS** as our goal,
we created a code for
IGNITING our **CULTURE:**

1. Curiosity + Transparency
2. Passion + Awesomeness
3. Accountability + Mastery

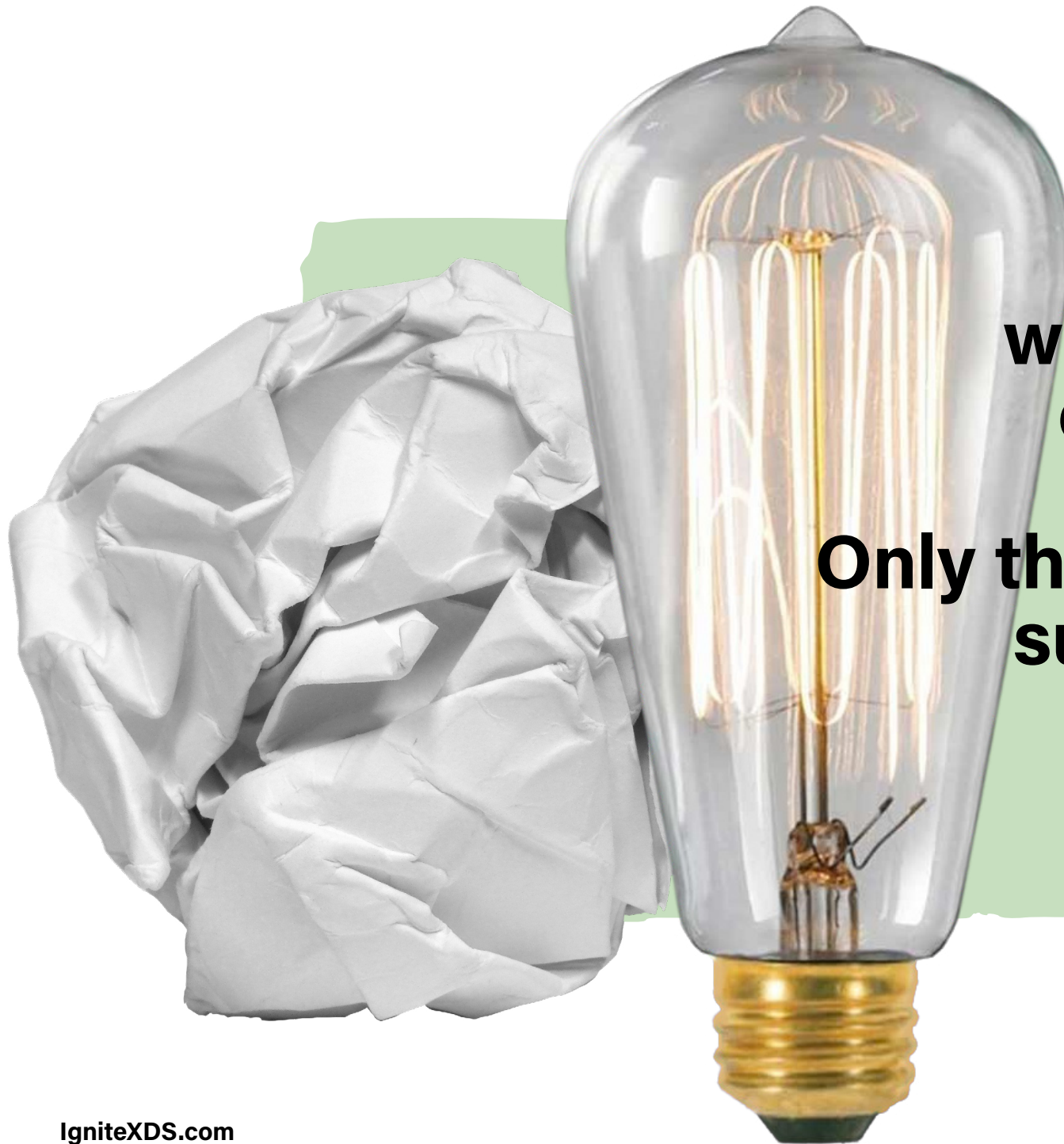


CURIOSITY + TRANSPARENCY

**EVERYONE HAS
A VOICE** - great
ideas can come from
anyone, anywhere,
anytime!

**THERE ARE NO
SECRETS** - Trust &
loyalty are #1!



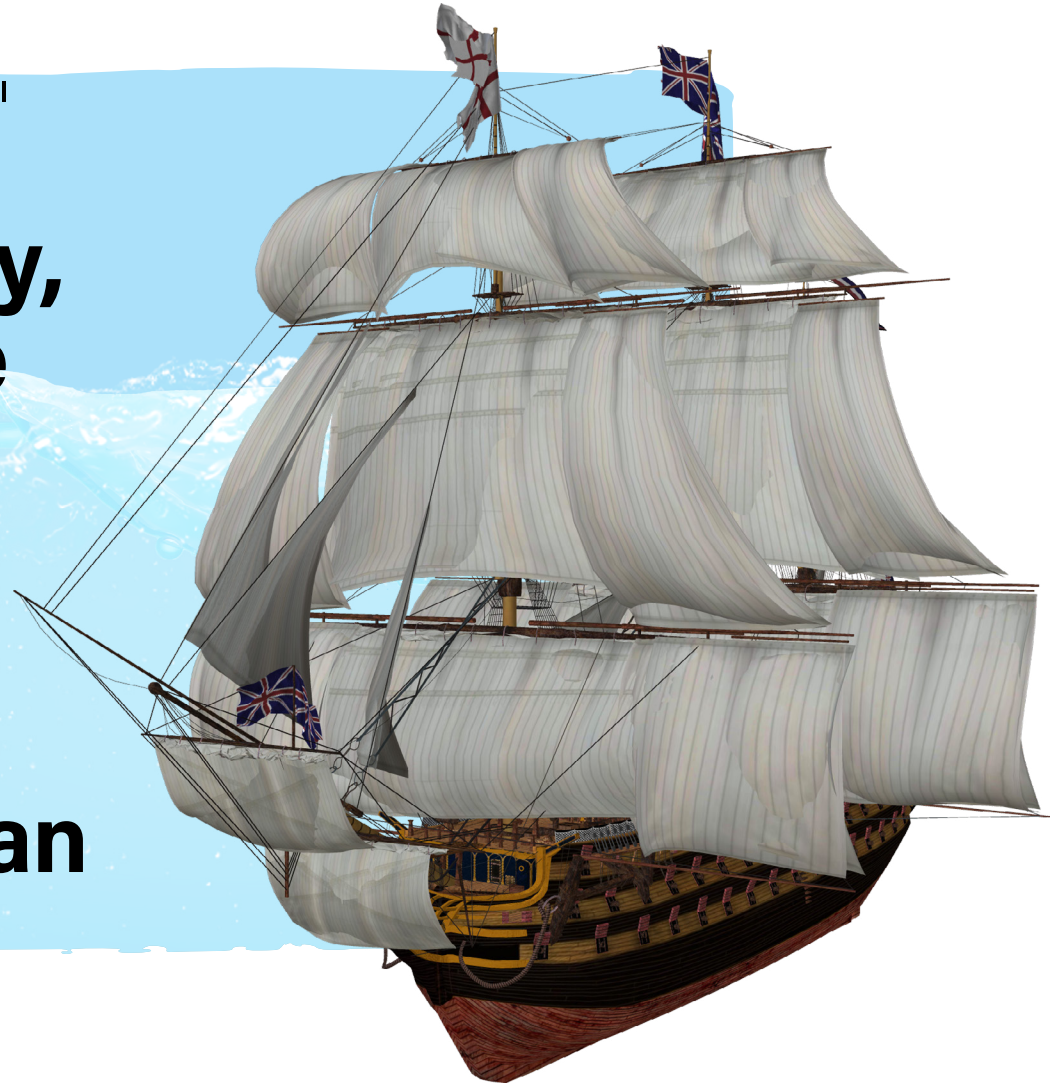


But
we **CHALLENGE**
each other...

Only the **BEST IDEAS**
survive scrutiny.

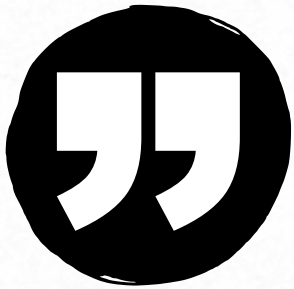
CHANGE IS THE ONLY CONSTANT.

**Data provides clarity,
but it does not drive
the ship! We are
always **MOVING
FORWARD**
because moving
forward is better than
standing still!**



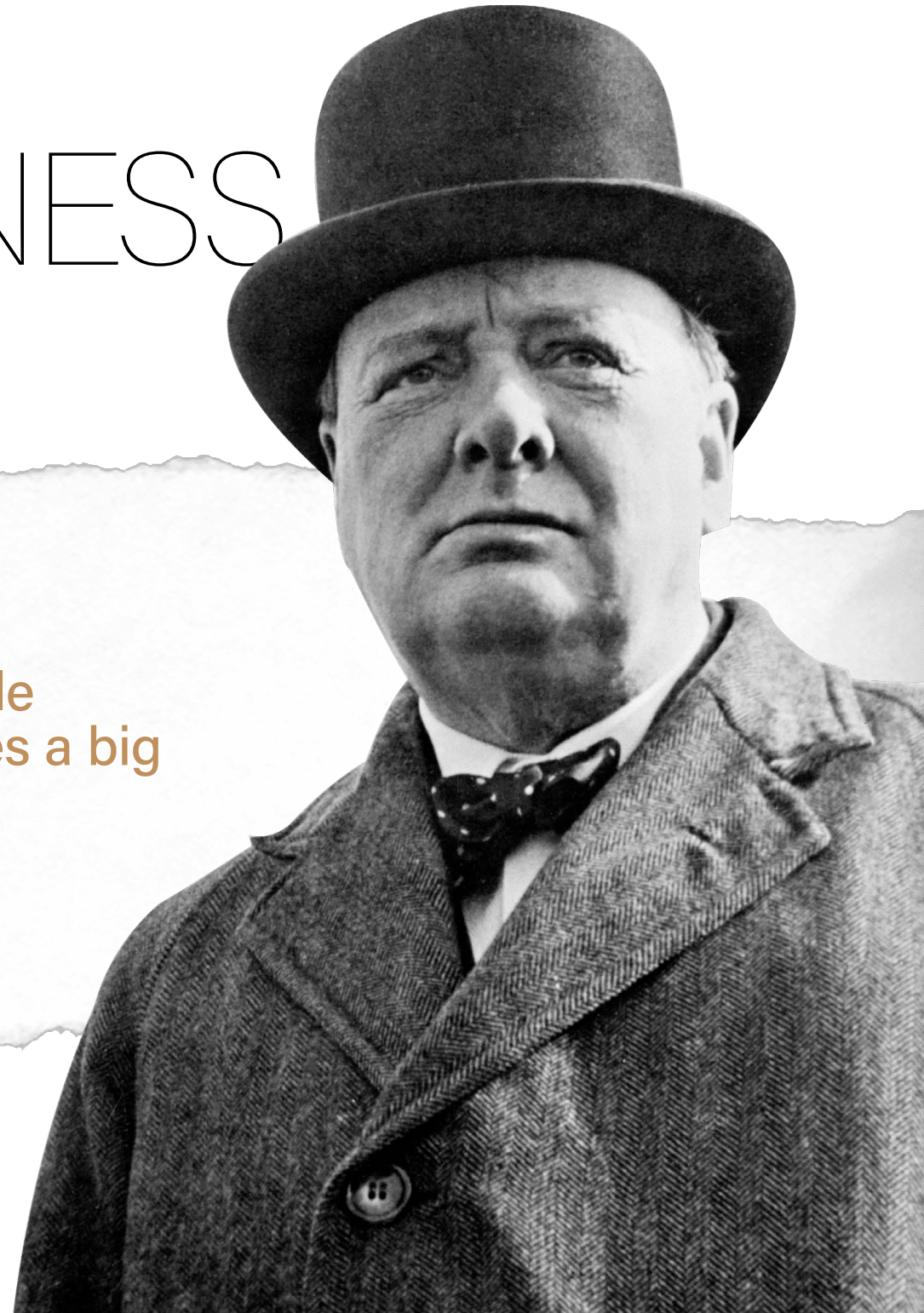
PASSION + AWESOMENESS

Is the **FREEDOM** to
be who we are.



Attitude is a little
thing that makes a big
difference

– Winston Churchill





**Nurturing an
environment built
around **FLEXIBILITY,
FUN, and FRESH
IDEAS.****

FLEXIBLE

It's not about the hours you've worked, but about how you get things done.

FUN

The environment needs to reflect the personality of our company.

FRESH

Staying inspired, in whatever way, is a must in order to cultivate creativity.



ACCOUNTABILITY + MASTERY

**We've adopted
the phrase - **USE
COMMON SENSE** to
make decisions about
EVERYTHING!**

**Customers, Clients, Work
Hours, Sick Days, Snow Days,
Vacation, Office Environment,
Happy Hour & Beyond!**





"I'll **work late tonight** because I know the customer is counting on this presentation!"



"**This RULES!** I have so many new ideas for the project!"

"**5 MORE** minutes and it's back to work."

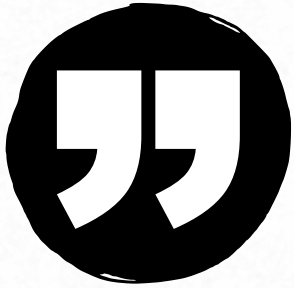


We believe our
**SUCCESS & SHARED
HAPPINESS** hinges on
individual **MASTERY.**





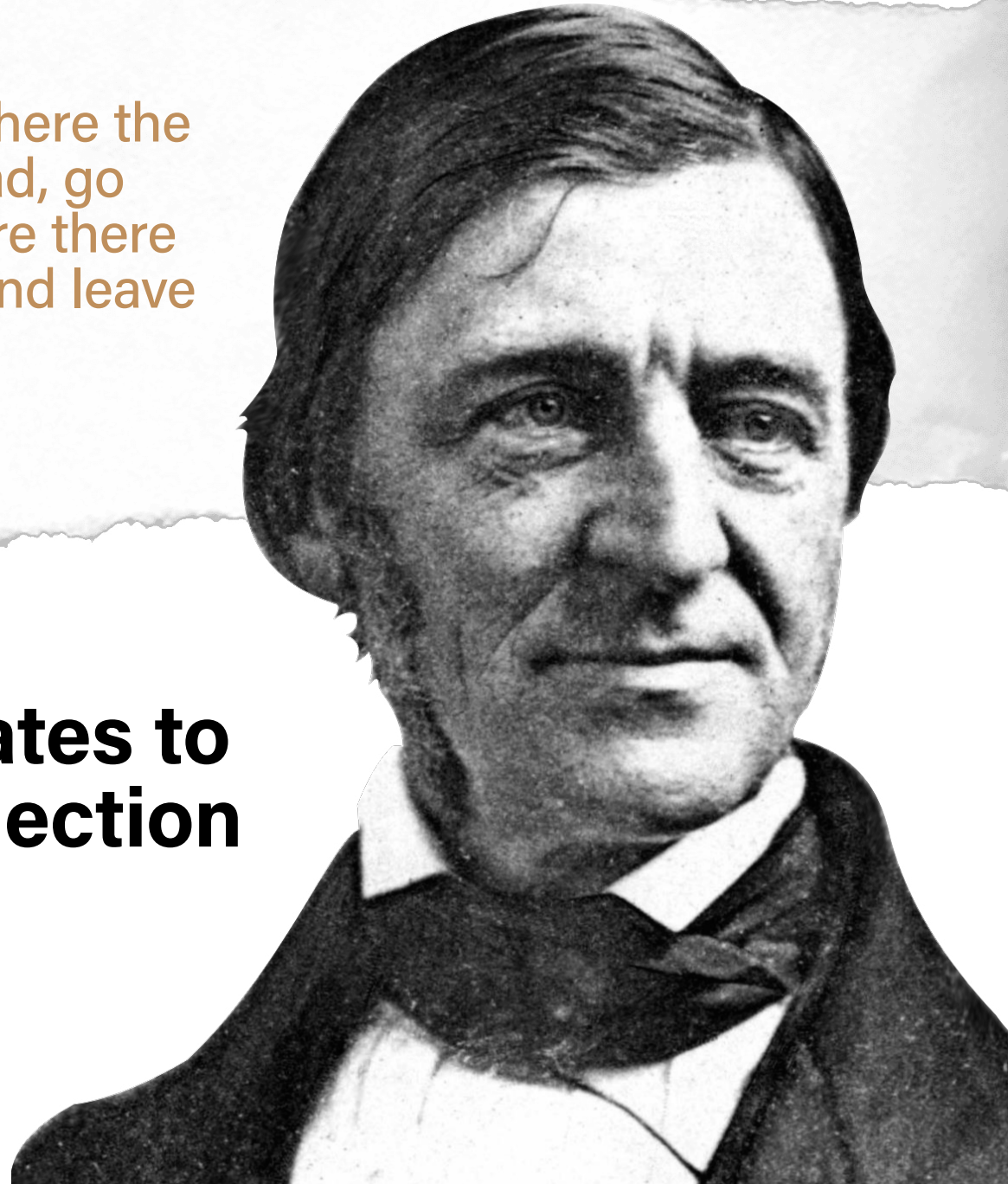
Together we grow &
expand our Individual
MASTERY for the
GOOD of the **WHOLE**



Do not go where the
path may lead, go
instead where there
is not path and leave
a trail.

– Ralph Waldo Emerson

**This Wisdom Equates to
Fearlessness, Reflection
& Simplicity.**



FEARLESSNESS



**We don't fear failure, we
embrace the unknown.**

REFLECTION

**Individual mastery
requires having the guts
to change.**



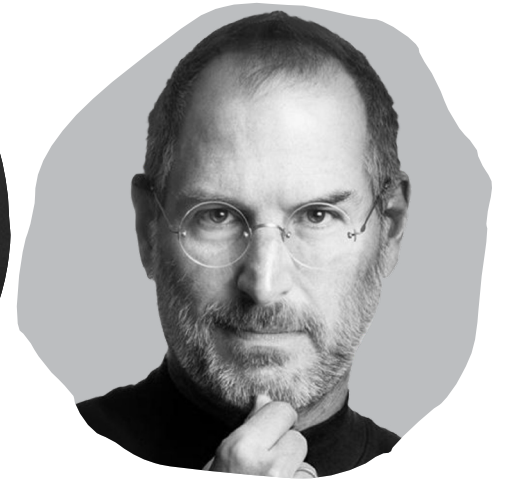
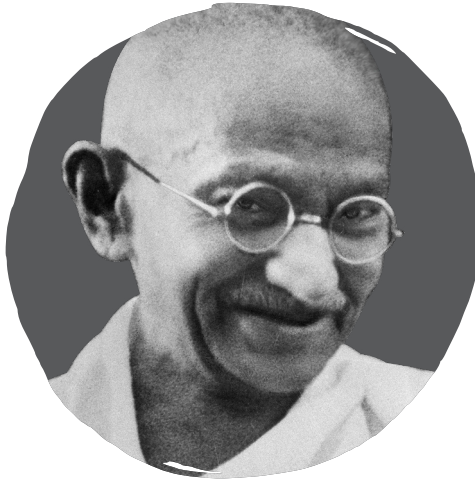
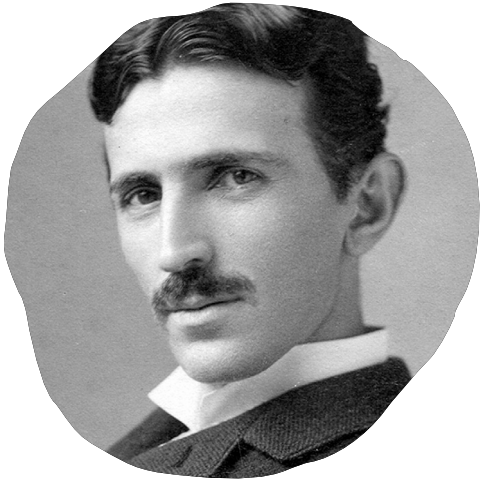
SIMPLICITY



**Simple is always best –
don't ever lose sight of that.**

We know we will never
stop **LEARNING,**
TEACHING, CREATING,
& GROWING!





We want to be known for being
**GREAT LEADERS
& RISK TAKERS!**