

TREE OF LIFE CULTURE

OUR CULTURAL MAXIMS

- I. Full of the Word, Full of the Spirit, Full of the Nations and Full of Love
- II. Inspiring you to dream, challenging you to live the dream
- III. Love before telling the truth, but always do both
- IV. Every path forward clear, every problem addressed
- V. A branded house, not a house of brands
- VI. Learners for life
- VII. Think like owners, act like champions

CULTURE

Culture is “who we are when we are together, the values that define us and the glue that holds us”

CULTURE ALWAYS TRIUMPHS OVER VISION AND MISSION. CULTURE MATTERS

WHAT CULTURE DOES

SENSE OF BELONGING

Culture gives us the same sense of values and direction

SENSE OF MEANING

Who we are helps us know what we are supposed to do

FOCUSES ON UNITY

Our culture provides the healthy boundaries for defining our corporate identity

ENSURES SAFETY

By knowing who we are, we keep ourselves safe from going off the path and the monsters that are out there