



Our Core Values

foundations for
unity

EcoMastery Success Program
~ Preparing the Soil Module 1.2

Our Core Values



Communication
Attitude
Proactive
Extra mile
Determined

Fun
Respect
Others
Growth
Honour



Communication

**We believe in
communicating
early and often**

- ✓ We believe that healthy, respectful, regular, honest, and transparent communication is the key to healthy long-term relationships in business and in life
- ✓ Be prepared to have necessary conversations to clear any misunderstanding to eliminate any offense – where there is no communication, people can create stories and trust can be eroded
- ✓ Let your communication build others up, not bring them down
- ✓ We believe in praising in public and critiquing in private
- ✓ We believe encouragement is oxygen for the soul and should be lavished where due



Attitude

**We believe a
great attitude
is something
we choose**

- ✓ **Your attitude is the aroma of your heart**
- ✓ **We choose to be positive about what we do, our business, and our teams**
- ✓ **We ask everyone to be accountable for the energy they bring to every event and with all their interactions with each other**
- ✓ **Attitude is a little thing that makes a big difference – a bad attitude is like a flat tyre; you cannot go anywhere until you change it**



Proactive

We believe a proactive behaviour makes success possible, actions more efficient, and life far more enjoyable

- ✓ We encourage everyone to be proactive to right wrongs and to take ownership of all they can influence, rather than be reactive
- ✓ We believe in applying the philosophy of CANI (Constant And Never-ending Improvement)
- ✓ We encourage proactivity by reviewing goals regularly and taking the necessary action to achieve them



Extra Mile

We believe that rewards are there for those who go the extra mile

✓ Our service toward each other and our teams is always prompt and efficient

✓ We aim to be remarkable in all we do - worthy of a great remark

✓ Excellence is going the extra mile



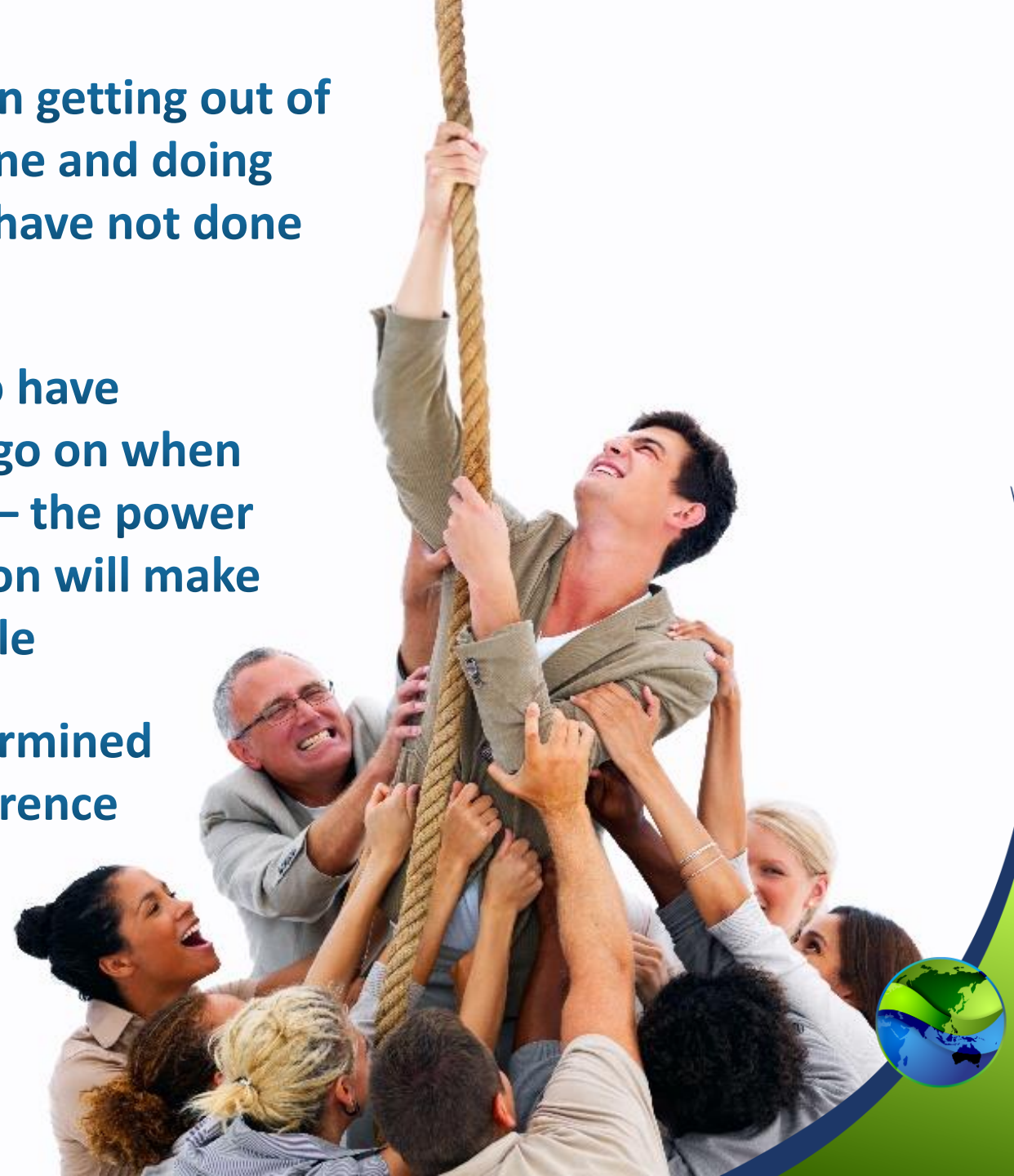
Determined

**We believe
determination
is the key to
success**

✓ We believe in getting out of our comfort zone and doing something we have not done before

✓ To choose to have persistence to go on when others give up – the power of determination will make you unstoppable

✓ We are determined to make a difference



Fun

**We believe
that business
should be fun**

- ✓ We work hard, and we play hard; we focus, and we also have fun
- ✓ Life is to be enjoyed, not endured
- ✓ We believe in delivering an experience for our teams that is inspiring, empowering, supportive, encouraging, and enjoyable
- ✓ As teams journey together creating whatever they hope to with EcoForce Global, we choose to enjoy the process
- ✓ Having a good laugh is always promoted



Respect

**We respect
each other,
our planet,
our world**

✓ We choose to be respectful in all our communication and our interaction with others

✓ This includes respecting others time, beliefs, age, culture, and background

✓ We embrace diversity yet strive for unity

✓ We respect our environment, our planet, each other, and ourselves, by making healthy choices in all facets of life



Others

**We believe
we exist to
be of service
to others**

- ✓ **We go out of our way to make someone feel special**
- ✓ **Give a genuine compliment, be attentive, make eye contact and be ready to serve**
- ✓ **We excel in providing unexpected professional service which sets us apart**
- ✓ **We rise by lifting others**
- ✓ **Our success all depends on helping others be successful, so our focus is on others, not ourselves**
- ✓ **Life is about the people we meet, and the things we create together**



Growth

**We believe one's
income rarely
exceeds one's
level of personal
development**

- ✓ We are either green and growing, or ripe and rotting
- ✓ Be open to learning
- ✓ Leaders are readers - readers become leaders
- ✓ It is not about pretending to be an expert;
it is all about becoming one
- ✓ We believe in providing empowering events, and material
that bring breakthrough and transformation, yet taking
personal responsibility for our personal growth to become
the person we believe we were created to be



Honour

**We believe in
honouring others,
ourselves, our
Opportunity and
our planet**

- ✓ If you throw dirt; you lose ground
- ✓ We honour our prospects when we share with them the EcoForce Global Opportunity
- ✓ We honour each other in all our communication and our actions
- ✓ We honour our word by doing what we said we would do, keeping commitments, being on time, and showing respect
- ✓ We give credit where credit is due, recognise others merit, importance, and their contribution
- ✓ Honour is a foundation of solidarity



*The smallest
action is more
powerful than
the greatest
intention*

Our Core Values underpin
the heart and soul of
EcoForce Global

*“Attitude drives actions. Actions drive results.
Results drive lifestyles.” - Jim Rohn*

- ✓ **Make it a habit to focus on a different Core Value each day, and focus on living that core value in all that you do**
- ✓ **At every event, remind yourself of our Core Values, which translate into our Care Values**
- ✓ **Encourage your Team to embrace the same**



Your Review

- ◆ The most successful organisations in history have one thing in common – a set of **non-negotiable Core Values**
- ◆ Our Core Values support a **healthy culture**
- ◆ It is expected that all EcoForce Advocates **embrace and live our Core Values**
- ◆ Review these often and let them **marinate all you do**
- ◆ **Duplicate** these Core Values in your Team and your organisation
- ◆ Our Core Values become our **Care Values**
- ◆ They **define** who we are and what we do

Register | Buy | Share
... repeat



If this was the last tree on Earth
there would be no tomorrow

One person can change the world
Imagine what a **tribe of us** could do

Share EcoForce

and help save our planet

... one tree at a time!

It's time to #BuyaTree

