

Our Core Values

foundations for unity



Our Core Values



heart and soul

*“You don’t get an extraordinary business with ordinary standards.”
– John C Maxwell*

Have you ever stopped to admire a great building or a towering tree that has weathered the test of time? A great building stands tall because of carefully constructed foundations, just as a healthy tree can weather the strongest of storms because of deep, strong, healthy roots. We often admire a man-made structure or the grandeur of a huge tree, yet rarely consider or admire the foundations that support them, as these are often largely hidden from view. When building a house, the person purchasing the home is often preoccupied with the finished product and how it looks, yet the builder knows the importance of investing in quality foundations if the structure is to stand and remain standing for many years to come. Without such, the structure would fall at the first sign of trouble.

As you build your EcoForce Organisation, the right foundations promote healthy growth. Duplication of these foundations prepare the way for long-term success.

Every successful business has at its core, a set of non-negotiable standards that must be adhered which supports its success. Consider the McDonald’s restaurant franchise. Their success globally centers on every McDonald’s restaurant serving the same menu with similar options. Therefore, a person can confidently purchase a Big Mac in Moscow, Russia, and expect to have a similar burger and experience to that served in Sydney, Australia. If every Franchisee decided to do their own version of this iconic burger or change the McDonald’s menu, logo, or look of the restaurant completely, then the global success of McDonald’s would be compromised. To purchase a McDonald’s franchise, every Franchisee agrees to adhere to the fundamentals. There is a McDonald’s University to learn what needs to be duplicated and what is required to get the most out of their investment. They know if they respect and adhere to the process, this is foundational to reap the success of the opportunity that they have invested in.

This is the same with your EcoForce Global Opportunity, which is similar to owning your own franchise. Follow the blueprint for success with your EcoMastery Success Program and you will pave the way to reap the success that the Advocate Rewards Program can provide. Eschew from it, then undoubtedly, you will limit or even sabotage your own success – and that of your Team. The most important fundamental to learn and respect about this profession, is that your success and the success of your team centers and relies upon **duplication**. It is therefore important that you understand that when building your organisation by building your Team, healthy foundations that are based on duplication within your Team which is paramount to your success.

The most successful organisations in history have had something else in common; a set of clearly defined and communicated Core Values that they live by. Core Values align the compass and guiding ethics of a thriving business. However, Core Values are only effective when they are lived and duplicated within an organisation at every level.



Throughout your EcoMastery Success Program, we will detail what needs to be duplicated. It is simple, yet not easy. However, the more you and your Team duplicate the fundamental processes and Core Values as non-negotiable activities, then the greater chance of success that you and your Team will have from this remarkable Opportunity with EcoForce Global. These are the things we will not compromise on.

*If you want the results that others aren't getting,
then be prepared to do what others aren't prepared to do.*

◆ The EcoForce Global Core Values

*"Focusing on core values attracts and retains
talented people and loyal customers."*

Our non-negotiable Core Values underpin the heart and soul of EcoForce Global

The Core Values of EcoForce Global define our culture, our character, our brand, and define our destiny. They also define your character as an Advocate, which underpins your destiny with the success that is possible.

Following are the Core Values of EcoForce Global. We have created an acronym to assist with remembering our Core Values; **CAPED FROGH.**

C ommunication	F un
A ttitude	R espect
P roactive	O thers
E xtra mile	G rowth
D etermined	H onour

We encourage you to not just simply learn them, LIVE by them

To lead the way for your organisation, let these Core Values marinate all your actions and your communication with each other. Embrace, live, and breathe them. Core Values support the growth of your organisation and promote unity and maturity. This establishes a great foundation for healthy, empowering, and respectful relationships, and will support your business growth.

*"It's not hard to make decision when you know what your values are."
– Roy Disney*

We encourage, promote, and have an expectation that all Advocates within the EcoForce Global Community will embrace these as behaviours in all interactions with each other at all times. They will make your job easier as your grow your Team to have healthy conversations that encourage an ideal outcome in all circumstances that arise on this journey you are embarking on.

*"Your core values are the deeply held beliefs that authentically describe your soul."
– John C Maxwell*

◆ EcoForce Global Core Values - unpacked

Embracing Core Values leads to a character driven life.

◆ 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.

*“Good communication is the bridge between confusion and clarity.”
– Nat Turner*

◆ 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.

*“Your attitude is an expression of your values, beliefs and expectations.”
– Brian Tracy*

◆ 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.

*“I believe that everyone chooses how to approach life. If you are proactive, you focus on preparing. If you are reactive, you end up focusing on repairing.”
– John C Maxwell*

◆ 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.

*“One of the most important principles of success is developing the habit of going the extra mile.”
– Napoleon Hill*

❖ 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. We are determined to make a difference. To choose to have persistence to go on when others give up – the power of determination will make you unstoppable.

“Never give up on a dream just because of the time it will take to accomplish it. The time will pass anyway.” – Earl Nightingale

❖ 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.

“Work hard, have fun, and make history.” – Jeff Bezos

❖ 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.

“Follow the three R’s: - Respect for self, Respect for others, Responsibility for all your actions.” – Dalai Lama

❖ 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.

“If you want to achieve your goals, help others achieve theirs.” – Zig Ziglar

❖ 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.

“Personal growth is not a matter of learning new information but unlearning old limits.” – Alan Cohen

❖ 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.

“Honour must start in the heart, but if it ends there, it is not honour. Honour must be expressed through words, symbols, actions, or gestures. Honour is among the most incarnational of the virtues. It must have feet and hands.” – Douglas Wilson

❖ The Smallest Action is far more powerful than the Greatest Intention

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

Results come from action. If we only invest in preparing the soil yet never take the required action to plant seed and care for the crop as it grows – we will never reap a harvest, no matter how fertile the soil is. Imagine a Farmer who only prepared the soil yet planted nothing. When the storms hit, as they often do, if nothing has been planted and taken root, the valuable topsoil is washed away – opportunities for a bounty harvest are lost.

No matter how skilled a builder may be, his house will never get built if he never takes the required action. We encourage you to attend events, read books, go to seminars, receive mentoring, and participate in workshops, as these will help you reach more people. Seminars, books, workshops, podcasts, etc., all have their place, yet nothing can replace you and your Team taking the necessary action to produce results. It is not about the number of events you attend; it is about the number of lives you change.

“If you don’t want to change your life, your life ain’t going to change - no matter what you invest in. Every change has a reward – be desperate for change.”

What cannot be duplicated is you. You are not one in a billion, you are one of a kind

Have you ever really thought about that fact? We encourage you therefore to be and become the best you that you can be, as people will often invest in you before they look at the Opportunity. Choosing to invest in you is a wise choice and a journey that never ends. You are your greatest asset. Next is investing in your Team, as this is an investment in your organisation, your income, and the planet.

*“The only way you can be the best at something is to be the best you can be.”
– Susan Beth Pfeffer*

☆☆☆ **Action**  **Station** ☆☆☆

- ✓ Print out the Core Values and display them where you can see them daily.
- ✓ Make it a habit to focus on a different Core Value each day and let that Core Value marinate your behaviours all day. Encourage your Team to do the same.
- ✓ Whenever you meet with your Advocates for an event or training, request each Advocate select a Core Value that they will anchor to for that event.

“Success - it’s the courage and confidence to begin. It’s the passion and persistence to continue. It’s the talent and tenacity to finish. It’s the roads you choose, the meetings you make, the mountains you move, and the example you set. It’s all these things and more that comprise success, and in the end, we don’t just celebrate what you did, but who you are.”



◆ **KEY SUCCESS POINTS**

your personal review

1. **Can you list** the 9 Core Values using the acronym, CAPED FROGH?

2. a) **Detail in your own words** what each Core Value **means to you**
b) Describe the **benefits** if everyone in Your Team embraced each Core Value as non-negotiable behaviours.

3. a) **Identify** one Core Value that for you needs improvement. Keep in mind that you do not have to be sick to get better.
b) Make a list of **at least 3 ways you can improve** that will reflect this Core Value.

4. a) Think of **creative ways** you can reward your Team for **upholding the Core Values**
b) When you have Reward and Recognition Events (Growing and Nurture Module: 4.2 Reward and Recognition), you may decide to have another award specifically for someone who has gone over and above that reflects a Core Value. You want to reward the behaviours you want in your organisation, rather than focusing on behaviours you are not happy with. **List ideas** what you could do for each Core Value as a reward to recognise those who are shining in your organisation.

5. a) **What** are you reading or listening to **now** to improve yourself? If you are not currently reading anything, talk to your Referring Advocate about a suitable resource, alternatively refer to the **Recommended Reading** list in your Growing and Nurture Module: Developing Your Leaders.
- b) Commit to sharing weekly with your Referring Advocate what you have learnt from that resource, what you are putting into action, and include in your journal.