

A large, stylized graphic of the number '100' is the central focus. The '1' and the first '0' are filled with a solid gold color, while the second '0' is filled with a dark charcoal grey. The numbers have a 3D effect, with fine horizontal lines on their inner and outer edges, suggesting depth and shadow. The '1' is on the left, the first '0' is in the middle, and the second '0' is on the right. The text 'KEYSER CORE OPERATING PRINCIPLES' is positioned to the right of the first '0'.

**KEYSER CORE
OPERATING
PRINCIPLES**

K

WE **SERVE**

OUR CLIENTS, PARTNERS, AND EACH OTHER **FULLY, SELFLESSLY AND COMPLETELY** AND ONLY **INVOLVE** OURSELVES IN PROJECTS, ACTIVITIES AND CONVERSATIONS THAT CAN **TRULY ADD VALUE** TO ANOTHER INDIVIDUAL. WE ARE KNOWN BY ONE WORD...**SERVICE**... AND **WE LIVE** THE STATEMENT: **“IT’S NOT ABOUT ME.”**

WE OUTWORK OUR **COMPETITION**

AND **WIN** AS A **RESULT**. WE WORK
RELENTLESSLY, TIRELESSLY, AND
PASSIONATELY TOWARDS OUR
CAUSE AND DO NOT ALLOW
OURSELVES TO BE DISTRACTED,
DISCOURAGED, OR DETERRED
FROM OUR **MISSION** BY ANYTHING,
NO MATTER HOW ENTICING
IT MAY APPEAR.

WE ENCOURAGE **BOLD ACTION**

AND ARE **NOT AFRAID** OF MAKING A MISTAKE. WE **NEVER PUNISH** MISTAKES, BUT RATHER **EMBRACE** THEM BECAUSE TO FEAR MISTAKES MAKES A PERSON TIMID, AND KEEPS THEM OUT OF **BOLD, FEARLESS, MASSIVE ACTION** WHICH IS PRECISELY WHERE **VALUE** IS **CREATED**.

**WE
ALWAYS DO OUR BEST,**

AND **PRODUCE** MORE THAN OUR
CLIENTS REQUEST OR **EXPECT**
EVERY SINGLE TIME WE PROVIDE
THE HIGHEST **QUALITY** SERVICE,
MATERIALS, AND DELIVERABLES TO
OUR CLIENTS AND PARTNERS, AND
NOTHING IS EVER DONE HALFWAY.
EVERYTHING IS DONE TO THE
VERY BEST OF OUR POTENTIAL.

WE **WIN** EVERY
EXPECT TO **WIN** SINGLE TIME.

PERIOD. WE DO THIS BECAUSE WE
THINK AND **ACT** AS WE TRULY ARE—
THE **BEST IN THE BUSINESS**. NO ONE
DELIVERS BETTER **SERVICE**
OR REPRESENTATION THAN OUR
TEAM. WE ARE THE BEST AND
WE **HONOR** OURSELVES, OUR
PARTNERS AND OUR CLIENTS BY
BEING & DOING OUR BEST.

WE ARE **ONE TEAM,**

AND EACH PERSON PLAYS AN **INTEGRAL** ROLE. **TOGETHER** WE ARE MORE **SUCCESSFUL** THAT WE WOULD BE ON OUR OWN, AND WE **HONOR** THE **IMPORTANCE** OF EVERYONE'S **CONTRIBUTION**. WE EACH SERVE A **CRITICAL** TEAM FUNCTION, AND NO **TEAM** MEMBER IS SUPERIOR TO ANOTHER.

WE **GIVE FIRST,**

FULLY & EXUBERANTLY, KNOWING THAT IF WE **FOCUS** ON **GIVING** AND TRULY SEEKING **OPPORTUNITIES** TO **HELP** OTHERS IN REAL, **TANGIBLE** WAYS, THEN WE EXPERIENCE TRUE **JOY** AND **FULFILLMENT** IN OUR OWN LIVES, AND AS A SIDE BENEFIT, WE EXPERIENCE **RESOUNDING SUCCESS** AS WELL.

WE ALWAYS FOLLOW THROUGH ON THE COMMITMENTS

WE MAKE...**ALWAYS**. PEOPLE CAN
RELY ON US BECASUE WE DO WHAT
WE SAY WE WILL DO, AND WHEN WE
SEE THAT WE CANNOT, WE QUICKLY
CLEAN IT UP. WE ARE OUR **WORD**,
AND AS A RESULT, WHAT WE SPEAK
INTO **EXISTENCE** ACTUALLY
OCCURS FOR US.

WE **FUN** WITH WHAT
HAVE WE DO,

AND WITH THE MEMBERS OF THE
TEAM. THIS IS A **MISSION** WE ARE
THRILLED TO BE A PART OF, AND WE
WON'T TAKE ON A CLIENT UNLESS
IT WILL BE **FUN FOR EVERYONE**.
NOTHING IS **WORTH** SACRIFICING
OUR **HAPPINESS** OVER, AND SO WE
ARE **LIGHTHEARTED** AND **PLAYFUL**
IN ALL THAT WE DO.

WE INVEST IN OUR OWN

SELF-IMPROVEMENT

ALWAYS **STRIVING** FOR **GREATER AWARENESS** OF OURSELVES, FOR WE KNOW THAT AS WE ALIGN WITH OUR **TRUE IDENTITY** AND REMAIN **FOCUSED** ON OUR **PURPOSE** THAT THE **POWER** WITHIN US WILL MANIFEST AND CREATE OUR HIGHEST **POTENTIAL**.

WE
ARE A **FAMILY,**

AND ALWAYS **PROTECT** AND **SERVE**
EACH OTHER. IN LOVE, WE HOLD
EACH OTHER **ACCOUNTABLE**
THROUGH **AUTHENTIC, HONEST,**
AND **KIND** DISCUSSION. WE ARE
FIERCELY LOYAL TO EACH OTHER,
AND WE LOVE AND **CARE** FOR EACH
MEMBER OF THE TEAM AT ALL TIMES
SIMPLY BECAUSE THEY ARE **FAMILY.**

WE ARE **100% COACHABLE**

WE DO NOT RESIST FEEDBACK, WE ARE NEVER DEFENSIVE, AND WE LOOK DEEP WITHIN OURSELVES TO **IDENTIFY** WHERE “CRITICISM” COULD BE EVEN PARTIALLY TRUE.

WE FIND **GREAT VALUE** IN THE **PERSPECTIVE** OF OTHERS AND ARE **FULLY COMMITTED** TO THE CONSENSUS OF THE **TEAM**.

WE ARE **100% PRESENT**

IN **ALL** THAT WE DO. WE **COMMIT**
ALL OF OUR **MENTAL ENERGY**
TO WHAT WE'RE **CREATING** AND
DO NOT ALLOW OURSELVES TO
BE DISTRACTED BY ANYTHING
(TECHNOLOGY, OTHER PEOPLE, OR OUR OWN THOUGHTS).
WE ARE **FULLY PRESENT**, AND THUS
MAXIMIZE EVERY ACTION AND
INTERACTION.

WE **ARE STRONG** HEALTHY
AND FIT.

WE **VALUE & RESPECT** OUR BODIES
WITH REGULAR EXERCISE AND
PROPER NUTRITION, KNOWING IT
INCREASES OUR PRODUCTIVITY,
CONFIDENCE AND OUR ABILITY
TO BE OF **SERVICE. WE CARE** FOR
OURSELVES AND AS A RESULT,
DISCIPLINE FLOWS INTO EVERY
ASPECT OF OUR LIVES.

WE ARE **DISRUPTIVE.**

WE EMBRACE **CHANGE**, AND WE
ARE **FORWARD THINKING** IN ALL
THAT WE DO. WE CONTINUOUSLY
EXPLORE AND INTEGRATE NEW
TOOLS AND INNOVATIONS
WITH THE **GOAL** OF MAXIMIZING
PERSONAL **EFFICIENCY** AND
PROVIDING **BEST-IN-CLASS SERVICE**
TO EACH AND EVERY CLIENT.

THE MISSION OF THE **KEYSER INSTITUTE** IS TO INSPIRE AND EQUIP THE NEXT GENERATION OF SELFLESS LEADERS AND ORGANIZATIONS.

We provide leaders with the tools and skills they need to be effective within their community, their teams, and their own lives. It's up to you, the leader, to take the first step of the journey.

We've provided the **Keyser 15 Core Operating Principles** to give you a sample of principles you could design for your organization. If you find that these are all you need to create your own principles, we're thrilled to have helped you make a difference where you are.

But, if you find you want more, you want a faster or easier path to creating principles that lead to a transformation towards selflessness at your company and push you ahead of the changing business world, we want to help you achieve your goals.

Our experts are here to coach you and your team as you reinvent your organization in selfless service and experience the freedom and excellence within your reach.



CONTACT OUR TEAM TO LEARN ABOUT OUR **SERVICES:**

602.509.0624

WWW.JONATHANKEYSER.COM/SELFLESS
