



The Align Sales Core Values and Mission Manifesto

I am Align.

I am the H.E.A.R.T. that disrupts status quo, creating life and financial independence by proactively solving the sales problems of entrepreneurs, so together we can transform the world.

I choose to be the change I want to see in the world: to be the manifestation and expression of **love and service**.

I understand that **who I am is how I lead** and these are the values and principles that I **choose** to embody in the way I show up everyday for my customers, my team, myself, and the world.



I am Heroic.

I Am Certain in the Midst of Chaos.

I am brave to shy away from uncertainty, chaos and complexity. No matter what I will always choose to take ownership and proactively create results. I lean into discomfort with courage and gratitude, knowing that growth lies ahead on the other side of comfort.

Principles I Embody Being Heroic

Principles	Antithesis
OWNERSHIP:	
When I see a problem, I take ownership and action without being asked to.	When I see a problem, I ignore it because it's someone else's job or because I'm afraid of failure.
In moments of uncertainty, I bring up problems I see but also proactively bring forward potential solutions.	I surface issues and problems without having thought of possible solutions, expecting others to solve the problem for me.
I am results-driven and will do everything in my power to move forward a task or project.	I put a lot of effort and time into the work I do without looking at whether it's moving the needle or producing any results.
I make quick and effective decisions that produce results instead of pursuing perfection. Done is better than perfect.	I hold myself to making perfect or near-perfect decisions, wasting unnecessary time and effort.
COURAGE:	
I am willing to walk into a messy situation to bring resolve and direction even if it's uncomfortable for me.	I avoid difficult situations and challenges because of fear and discomfort.
I lean into difficult conversations, meetings, and decisions from an unreactive standpoint to find the best resolution.	I get emotionally reactive and overwhelmed in difficult conversations, meetings, and decisions.
I put my focus on where I need to go so that the discomfort and fear of the journey is irrelevant to the potential impact.	I let fear and discomfort get in the way of taking the first step towards where I need to go.
GRATITUDE:	

I am grateful for uncertainty, chaos and complexity, even when it's uncomfortable, because I know growth is waiting on the other side.	I hate it when things change or get chaotic and would rather have things stay certain and comfortable.
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I am Enlightened.

I Choose Love and transparency.

I value and choose transparency, vulnerability, and authenticity in the way I communicate and show up for others. I act with integrity and clarity when working with our clients, our audience, and our team. I also choose to be in integrity with myself by having the courage to own my gifts and bring forth the light inside me.

Principles I Embody Being Enlightened.

Principles	Antithesis
I talk directly to people, not about them.	I talk behind people's backs. I involve in gossip and backchanneling. I am passive-aggressive to others.
I give clear, constructive, and radically candid feedback that's compassionate and challenges directly so people know where they stand.	I give feedback (praise or criticism) without the goal of helping the other person.
I am honest about my feelings and know how to deliver them in a vulnerable way that is tactful.	I hide my feelings behind a wall and show up the way I want people to see me.
I always speak the truth and take ownership of my contributions, even if it's uncomfortable. I recognize others when they speak their truth.	I say what I think people want to hear, I blame and criticize others and believe I am always right or have all the answers.
I remain in integrity and do what's right, even if it's the harder and longer way.	I choose to do what's convenient for me, regardless of whether it's right or wrong.
I fully show up with everything I have to offer.	I hold back on owning and sharing my gifts because I fear failure and shame.

I am an Amplifier.

I Choose To Execute Better, Faster, Efficacious.

I solve problems for scale so that we don't just make an incremental change, but instead, an exponential difference. I always look at how I can do things better, faster, efficaciously, and I always challenge people and processes on my team so that we don't settle for the status quo. We are committed to getting the best results.

Principles I Embody Being An Amplifier:

Principles	Antithesis
When creating solutions, I think ahead about how I can scale it long term and look for ways I can do things better, faster, efficaciously.	I make impulsive decisions and implement solutions without thinking long term scale. I ship without asking how I can do it better, faster, cheaper.
Even if something isn't broken, I will try to find tools and processes to make it more effective and efficient.	I keep doing things they way they've always been done because it's familiar. If it ain't broke, don't fix it.
I challenge people and processes to see if we can do it better, faster, efficaciously.	I let our people and processes settle for the status quo and for good enough.
I work within our zone of genius and delegate to others who can do things better, faster, efficaciously.	Instead of delegating to an expert, I waste time and effort working on something out of my genius zone.
I bring the X factor to the table, I don't just make an incremental change, I make an exponential difference. I don't settle for good enough, I strive for outstanding results.	I settle for being good enough and complacency.

I am Remarkable.

I Learn, I Do, and I Teach.

I am a master of my craft and a lifetime student. I believe it's not enough to just be a little better than the next person. I go a mile deep in pursuing mastery and becoming the best in the world. I teach what I learn and know and I don't hold back on developing the potential in others. I push the boundaries of my personal growth because I understand that who I am is how I lead.

I am committed to my evolution of my human potential by always striving for innovation. I never solve the same problem twice and always start from the best and building from there to make it even better. I focus on excellence instead of perfection. I walk the Earth as if every other human being is enlightened except for me. My mark as remarkable is left by leaving people and places better than I found them.

"Those who have done the most want to learn from everyone. Those who have done the least want to teach everyone."

Principles I Embody Being Remarkable:

Principles	Antithesis
I choose to master my craft and pursue to be the best in the world. I am always learning and putting what I learn into practice.	I'm ok with where I'm at and will settle for being better than the next person. I believe I have learned all I need to learn.
I create resources and opportunities to teach and transfer my knowledge so others can leverage it.	I don't share my knowledge or show others how to do things.
I share my lessons learned with the team.	I keep lessons learned to myself.
I have the humility to ask for help when needed and to own what I don't know.	I don't ask for help or own it when I don't know something because I'm afraid of what others will think of me.
I strive to make my current role obsolete so I can keep pushing the boundaries on the potential. I don't want to just move "up", I want to go even deeper into my craft.	I'm content in my role and am not looking to expand my potential or deepen my craft.
I always lean into opportunities for growth and personal development. I have the courage to see the potential in others and	I don't care about personal development and I don't look for the potential in others.

to develop it.	
When I get feedback, I take it as a learning opportunity and improve with it.	When I get feedback, I disengage or defend myself.

Principles	Antithesis
When creating a solution, I start with the best and then begin the work from there.	I start from scratch every time I build a solution.
I do my research before I start on a project so I know I'm not re-inventing the wheel.	I tackle a project without doing any research beforehand.
I look at models of who has solved this problem before, study it, then implement it better.	I create my own model from scratch, wasting valuable time I could've used on innovating.

I am a Thankful Servant Leader.

I Lead With Gratitude, Empathy & Humanity.

I choose to lead with radical empathy and compassion so I can be in true service to the people I want to help. I have gratitude for every interaction, growth opportunity and opportunity to serve. I seek to understand before being understood. I hold myself and others to a standard of humanity, care, and dignity by always choosing gratitude over complaining, and impact over personal gains. I understand I can only give as much as I have so I value awareness and self-love so I can be of greater service to others. I'm always looking for the WIN / WIN / WIN solution in every problem I face: Win for you. Win for me. Win for the world.

Principles I Embody Being A Thankful Servant Leader:

Principles	Antithesis
I take actions and say things that build people up. I leave people better than started.	I take actions and say things without considering
I think about what my customer goes through in their life and build the best product to prevent or to manage their pain.	I make decisions that are convenient for the company but make the life of the customer harder.
I make sure everyone I work with feels	I ignore people when they don't feel seen,

seen, heard and understood at all times.	heard or understood.
I put people before the numbers.	I put numbers and personal gains above any impact it has on people.
I address the feelings and emotions involved rather than just addressing problematic behaviors.	I evaluate and judge people based on their problematic behaviors without addressing the underlying emotions.
Before I take action, I think about how my actions will impact everyone involved.	I make impulsive decisions without considering the consequences and impact it has on everyone involved.

I am Align.

I Always Go Above & Beyond.

I value going above and beyond what's expected. I overdeliver on what I promise. There's no cap on value, potential, or results. I keep going, keep improving, keep delivering. I understand that what I do will not only impact my clients and team today but will impact millions in the future.