



KEYSER

relentless client champion

Fundamental Philosophy & Principles

- 1) 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.”
- 2) 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.
- 3) 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.
- 4) 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.
- 5) We expect to win every 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 and doing our best.
- 6) We are one team, and each person plays an integral role. Together we are more successful than 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.
- 7) We give first, fully and 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.

- 8) We always follow through with the commitments we make...ALWAYS. People can rely on us because 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.
- 9) We have fun with what 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 we do.
- 10) We invest in our own self-improvement, always striving for greater awareness of ourselves and our creator, 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.
- 11) 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.
- 12) 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.
- 13) 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.
- 14) 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.
- 15) We are strong, healthy and fit. We value and respect our bodies with regular exercise and proper nutrition, knowing it increases 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.