



WISe

WELLNESS GUID[™]

A SOCIAL WELLNESS SOCIETY

Culture

Welcome to WISe!



WISe

WELLNESS GUILD .

A SOCIAL WELLNESS SOCIETY

Welcome to WISe Wellness Guild™

(A note from our fearless leader.)

Welcome to WISe, a community dedicated to the advancement of women, welcoming all. Through the advancement of women, we believe we can create a better world for all. WISe was founded to challenge the status quo, support healthy growth, and help create a more equitable and fulfilling life--both for those directly involved in WISe and those impacted by our work.

In order to do this important work, we recognize that we need to lead by example. This Culture Book contains many of the core principles that we believe are critical to advance our mission and to impact the world at large.

It's a living, breathing compilation and guide. As we grow and learn, so will this codification of principles.

We look forward to growing with you.

- Stevi, Founder & CEO




— FIRST —

why the little
“e”
in “WISe”

Because, while we’ve built ourselves to
who we are today, we still have some
opportunity for growth.

Let the little “e” always
remind us of that fact.





— OUR CORE PRINCIPLES —


WISe's HEART



As individuals and as a business,
we are **growth-minded**.

We **acknowledge and celebrate differences**. We also have a point of view on some critical non-negotiables.

They make up our collective "**HEART**" and we stand firm in our commitment to- and observance of-these principles.





— OUR CORE PRINCIPLES —

WISe's HEART

(YAY, ACRONYMS)

HONESTY

EQUITY AND EMPATHY

AUTHENTICITY AND ACCOUNTABILITY

RESPONSIBILITY AND RESPECT

TRUST AND TRANSPARENCY



HONESTY

It's the best policy and part of our policy.
We tell the truth. We're candid with
kindness. We're honest with ourselves, team
members, businesses we serve, our
members, and the general public.



EQUITY AND EMPATHY

We believe that we do better as a whole, with equal opportunities for all. We believe that we can create value together and that a rising tide raises all ships--we're not in a zero-sum game.

We believe empathy is relevant in every discussion, decision, and action. Both as individuals and as a business. "Business is business" has no home in our HEART, we always aim to achieve a balance of interests that leaves all parties feeling they're better off than they would have been without the exchange.



AUTHENTICITY AND ACCOUNTABILITY

We're unapologetically authentic. We're respectful, but we don't pander. We own our points of view. Some may think us quirky, others may think us polarizing, and that's all ok.

We keep our promises. Stated simply: we deliver. We're accountable to ourselves and others.



RESPONSIBILITY AND RESPECT

We take our tasks to HEART
(groan at the pun if you like)
and we own the process and results.

We respect ourselves, others, our business,
and others' businesses. We treat others as we'd like
to be treated, irrespective of their status or potential
impact on us. That includes how we respect our
employees, members, and business partners.



TRUST AND TRANSPARENCY

We work hard to foster
and maintain trust.



– POINT OF VIEW –

NON- NEGOTIABLES

(LIST WILL GROW)

Black Lives Matter

Women's Rights are Human Rights

Feminism is for Everyone

Love is Love

Science is Real

No Human is Illegal

— Ok, that's all nice to read. —

But how do we ensure
we're operating with

HEART

A close-up photograph of several large, vibrant green leaves with prominent veins, filling the lower half of the frame. The leaves are layered and have a slightly wavy, organic shape.

WE EMPLOY
EXECUTIONAL
PRINCIPLES:



— EXECUTIONAL PRINCIPLES —
IN SERVICE OF

WISe's HEART

(the “How-To” act with HEART)

Attentive Listening:

we dedicate our full attention when listening to others
(put the phone down ;))

Appreciation / No Put-Downs:

we express our appreciation for others and we don't put
each other down. It's a tough world to live in--WISe is a safe
space for community growth.

Right to Participate or Pass:

your input is welcome and valuable. In group discussions,
feel free to share it...or to pass. We won't judge you.
(Note: there's no right to “pass” when it comes to key
deliverables, of course. We gotta keep the lights on to
advance the cause!)



– EXECUTIONAL PRINCIPLES – CONT'D

Mutual Respect:

we give and receive respect generously, without ulterior motives. We engage in solution-seeking, rather than blame-placing. We hold ourselves and others to a standard of excellence and identify opportunities for improvement from time to time in a way that is respectful.

Actively Push for Inclusiveness (but honor right to pass ;)):


we need to actively involve all sorts of growth-oriented viewpoints in order to be our best.

Health of self to maximize ability to serve others ("put your own mask on first"):

we need to be strong in order to help with the lift.

Front Page Test:

"how would it look if this were displayed on the front page of the NY Times? Would I/we be proud?" We're not in this to make money for money's sake. We want to build something we're all proud of--and that means all of our decisions need to inspire pride, as they add up quickly.






**YOU BETTER
WERK!**

**LET'S GET
DOWN TO
BUSINESS**




THIS IS HOW WE DO BUSINESS:

1. Adhere to WISe's HEART
 2. Growth-minded, open and led by curiosity
 3. Under-promise, over-perform
 4. Clarity of communication
 5. Everything we do either helps or hurts
 6. Identify and leverage our strengths
 7. Prioritize prioritizing
 8. Perform as promised
- 



IN ORDER
TO DO OUR BEST,
WE BELIEVE WE NEED:

1. Clear objectives, goals, strategies, and metrics
 2. Challenge and Security
 3. Stewardship of WISe
 4. Space and time to deliver
 5. Open and honest communication (especially in tough convos)
- 




REST &
Relaxation

WE'RE ONLY ABLE TO
BRING OUR BEST SELVES
TO WORK IF WE'VE
RECHARGED



WE'RE NOT ROBOTS.
WIS_e WANTS TO MAKE
SURE WE HAVE:

1. Space and time to recharge
(without guilt)
 2. Support through big life changes
 3. Meaningful opportunities
for advancement
 4. Recognition of our contributions
 5. Actionable and timely feedback to
allow growth in opportunity areas
- 



WE INVITE *You*
TO REACH OUT ABOUT WIS_e
AND OUR CULTURE BOOK.

hello@wisewellnessguild.com



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*Thank
you!*