

YOU **HAVE** A MISSION WITH MANY WINNERS. YOU EXECUTE IT WITH **PASSION**. YOU'RE UNAPOLOGETIC IN YOUR REFUSAL TO BE RAILROADED BY EXISTING SYSTEMS OR CORPORATE NORMS. YOU'RE **COMMITTED** TO DOING THE RIGHT THING. YOU TAKE DIRECTION FROM YOUR CUSTOMERS, EMPLOYEES & COMPANY "OUTSIDERS". THEY GIVE YOU THEIR SUPPORT & **TRUST** IN RETURN. ALL OF **YOUR** PROFITS ARE DERIVED FROM YOUR **MISSION**, NOT FROM PENALISING YOUR CUSTOMERS OR OTHER STAKEHOLDERS. **INSPIRED** COMPANIES WIN BECAUSE THEY HAVE **THE WORLD** ONSIDE. (AND THE BEST BIT?) WHEN **INSPIRED** COMPANIES WIN, WE ALL WIN.

*Business with the world onside*

**INSPIRED  
C<sup>o</sup>MPANIES<sup>®</sup>**