

Visionary

Mischievous

Character

Sophistication

Winning

Innovation

Multi-faceted

Experienced

Unique

Elegance

Sharp

Present

Luxury

Richness

Urgency

Wealth

Smart

HYBRID

Future

Simplicity

Balanced

Mysterious

Caring

Solutions

Dynamic

PASSION

Creative

Curious

Structure

Loyalty

Winner

Workaholic

Fun loving

LEADERSHIP

Lifestyle

Exuberant

RELENTLESS

CONFIDENCE

Competitive

Work hard, play hard

TIME

Persistence

STRONG

Ambition

Wisdom

Planning

Legendary

Drive

Progressive



**PURPLE
SQUARE**

Management Co.

PSQ CULTURE

PSQ CULTURE

WE WIN, YOU LOSE!

Invest in their Future

Work hard, play hard. We're workafrolics!

**COMMUNICATION, COMMUNICATION,
COMMUNICATION!**

I love to knit!

KEEP RAISING THE BAR....RELENTLESS!

Recognize the power of caring

Adapt, evolve, accelerate...

But I don't like broeketi broccoli!

Come to work happy, leave happy!

FAMILY + FRIENDS = STRENGTH

WE WIN, YOU LOSE!

"Winning is not a sometime thing; it's an all-time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is habit. Unfortunately, so is losing." – Vince Lombardi

In order to learn how to win, you must first learn how to lose. I know what you're thinking, why would I want to learn how to lose? Tasting defeat will increase your appetite for victory. If you lose and don't enjoy it, you are more likely to not want to experience that feeling again and will try that much harder to win next time. You also need to analyze the reasons why you lost and the mistakes you made so you can correct them and win when you go to battle again. It's okay to make mistakes because they are critical to your growth and development. It's not okay to keep making the same mistakes because you are obviously not learning from them.

You will never hear us say "It's just a game" or "As long as we try, that's all that matters," forget that, we want to win! Not only do we LOVE to win but we HATE to lose. This company is for winners and losers aren't welcome!

We place an emphasis on winning, it is ingrained in our DNA and our mindset is solely focused on winning. We will never give up, we will never accept defeat and on the rare occasion that we are beaten, we will come back stronger the next time. Winning is a state of mind, winning is a culture, winning is infectious. With an entire company focused on winning, it is pretty hard to lose...

Invest in their Future

"Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, 'What's in it for me?'" – Brian Tracy

While all of the values outlined in our Culture Document are important, this truly is the foundation of our company. We don't just strive to make people better, we see it as our responsibility. Few things are as rewarding as trying to make somebody better. Whether you are teaching someone a new skill or helping them to develop one that they already possess, we believe that you should begin each day with the intent of making somebody better. Our philosophy is to improve the quality of our employee's lives by investing in their future. The growth of a company goes beyond the amount of revenue it generates or the number of businesses it operates; for that to happen the people must grow too. At every level of our company we are focused on investing time in people to make them better.

We want to provide the vehicle for personal and professional growth for those that want more than what they have today. We want to show those that thought they could go no further with hard work and applying the principles that they are taught that there are many more doors of opportunity that await. This approach has allowed us to move people up in the company and promote from within on many occasions. This is important to us both for the employee morale that they can see their peers promoted and offer them hope to do the same and also for employee retention. That being said, we don't develop people primarily for either of those reasons, we do it because it's the right thing to do. We want people to be successful, not just a select few...everybody! We aren't worried about developing people and then having them leave, we are worried about not developing people and then they stay.

Work hard, play hard. We're workafrolics!

"You gotta have fun. Regardless of how you look at it, we're playing a game. It's a business, it's our job, but I don't think you can do well unless you're having fun."

– Derek Jeter

Some people work hard. Some people play hard. We are Workafrolics which means that we do both! We like to work and we give it 110% effort every day. We also like to have fun, party and lead enjoyable lives. Don't think you can do both? You obviously haven't met us yet. There must be a balance between work and life outside of work. One cannot consume the other but both are dependent upon each other. People who are happy at work tend to be happier outside of work.

The key to being a Workafrolic is giving maximum effort to your work and the same level of effort to your play. Make the most of every situation and always try your best and give it your all. You will be surprised at how having a positive attitude to life will impact both your work and your play.

There is a different sense of satisfaction of enjoying a beer, a nice meal with friends (or teammates), a movie or even just vegging out on the couch when you have had a productive day at work. Similarly if you have had a great weekend or night out, you will start to bring those good feelings into the workplace with you. Before you know it you're having fun at work and getting results, you're having a blast at home and loving life and then you realize that you've become a Workafrolic!

COMMUNICATION, COMMUNICATION, COMMUNICATION!

“Communication works for those who work at it.” – John Powell

We feel so strongly about communication as one of our core values that we had to mention it three times in the title! Samuel L. Jackson said that hamburgers were the cornerstone of any nutritious breakfast in Pulp Fiction; well we believe that communication is the cornerstone of a successful personal and professional life. Without communication, most relationships are doomed to fail and failure is not an option for us.

One of the keys to being a great communicator is to customize your communication based on the individual to get your message across in the most effective way. When you have figured out what to say, when to say it, how to say it, and whom to say it to, you will begin to see results that you want to see from leading your team.

We are more worried about under-communicating than over-communicating here. Nothing bad ever came from over-communicating but we can certainly not say the same about the former. Communication needs to be constant, timely, and effective and we simply won't accept anything less. Communication goes beyond just sharing data or information, it is a learning tool, it is power and knowledge. A team that communicates well will be a team that performs well. Most battles are won in the trenches and being a winning communicator will set you on your way to being a winner.

I love to knit!

*"Passion is energy. Feel the power that comes from focusing on what excites you."
– Oprah*

Drive, hunger, desire, expression, creativity are all components of the fuel that burns inside all of us, passion... We believe that you should be passionate about everything that you do, not only giving 110% effort, but wanting to do well and enjoying it. Passion is infectious and when you combine a group of passionate people, good things usually follow. On the occasions where we are all passionate about the same thing, watch out, we are probably going to create something spectacular!

Love your favorite team? Wear those colors with pride. Passionate about playing a sport, knitting, doing Sudoku puzzles, watching movies? Tell us about it, let people know what you are passionate about. We encourage it and we enjoy hearing about what makes people happy and what they enjoy doing. We want an atmosphere where you wear your heart on your sleeve and when you are feeling short of inspiration, let someone else's passion drag you along for the ride!

In the workplace when you are passionate about what you are doing, it doesn't feel like work, it feels like a game and something that you enjoy. Time will go by quicker and the quality of your work will improve. What better feeling than seeing something that you have poured your heart and soul into come to fruition?

KEEP RAISING THE BAR...RELENTLESS!

"I think that anyone that thinks they have it all down is not looking hard enough, not looking deep enough, or not raising the bar. From our point of view, we don't want to find zero issues. If we're finding zero issues, our bar is in the wrong place. So we begin to raise the bar to find issues, and we keep doing this. If you're doing that, you're always finding something. That's the way we look at it." – Tim Cook

We are driven by our own expectations, we set our own bar. We will not lower that bar to the level of work that we are producing, we will constantly strive to improve the level of work that we are producing to the bar that we have set. When that bar is met, we raise it again. We don't sit around and pat each other on the back for getting there; we acknowledge the accomplishment and roll our sleeves up again. We don't compare ourselves to others, we hold ourselves to an even higher standard. That standard is excellence. We compete amongst ourselves to create a culture to be #1.

We are able to stay ahead because we do not stand still. You can't get caught if you keep moving forward, stay relentless. There are three types of people in the workplace when faced with a brick wall. The first type of person will look at the wall and turn around because they feel it is too big an obstacle to overcome. The second type of person will stand and stare at the wall thinking of how to tackle it without actually ever doing anything. The third type of person will smash through the wall and count how many bricks they left standing after they blasted through it. That is who we are...relentless. No challenge is too great; no obstacle will get in our way. We are driven to succeed by reaching the next bar.

Recognize the power of caring

"Caring about others, running the risk of feeling, and leaving an impact on people, brings happiness." – Harold Kushner

Good things happen to good people... This is a statement that has proven to be true time and time again. What makes you a good person? While there isn't one definitive answer, caring about other people would be near the top of the list. We are a tight knit group and it starts with the fact that we genuinely care about each other. Whether someone is going through an illness, a personal issue or a financial issue, we will always have each other's back. We struggle together, we celebrate together, we lose together (not often) and we win together. We are the epitome of a team because every member of that team cares about his or her teammates.

Outside of caring about our teammates, we all strongly believe in caring about those less fortunate than us. Supporting predominantly local charities is something that we do each month chosen by a different team member. Since no charity is more worthy than the next, this allows us to support multiple causes and also the people that choose them. We are not perfect, far from it in fact, but we try to always do the right thing and we truly care about people because in our book, that's what good people do.

Adapt, evolve, accelerate ...

***“Focus 90% of your time on solutions and only 10% of your time on problems.”
– Anthony J. D'Angelo***

If we lose \$1000 today, we can make \$2000 tomorrow and get that lost money back. If we waste time today, we cannot get it back tomorrow so we are constantly striving to find the best, most efficient and simple way to do everything. Time is money became a cliché because it is true. We value our time over anything and are always on the lookout to make processes better and more efficient. If something currently takes 30 minutes, can we take it down to 15 minutes with the same results and in some cases, better results? Nothing is sacred and everything is up for grabs. If you have an idea, let's talk about it and see if it works.

With this approach we end up working on new versions of projects more often than we realize. Terminator 3...meet Terminator 4! As our business evolves, our systems evolve. We do not believe in remaining static. If the demands of your business change, you cannot expect to keep everything the same and still achieve results!

We believe that by pushing each other to be innovative and creative, we can translate that energy into coming up with business solutions for any problem. We have the work ethic of a small independent business coupled with a corporate infrastructure managed by extremely talented and smart people that allows us to cover all bases. We can relate to our consumers and employees but also meet the corporate and professional demands that a business of our size faces. We are truly a hybrid that we don't feel currently exists in the franchise landscape which gives us a competitive advantage over other companies of our nature.

But I don't like ~~broccoli~~
broccoli !

“When health is absent, wisdom cannot reveal itself, art cannot manifest, strength cannot fight, wealth becomes useless, and intelligence cannot be applied.”

– Herophilus

What good is having a great successful life if you are not around to enjoy it? We believe that having a healthy body and a healthy mind are some of the keys of a balanced life. Don't worry, we are not telling you to run off and become a vegan or only eating foods if they are green or even giving up your favorite treats (especially beer), but what we are saying is that you won't get too far without a healthy body and you need to take care of it. A well balanced diet with regular exercise will do wonders for you at home and at work.

We strongly believe maintaining an optimum level of health through positive lifestyle choices improves overall quality of life. So why is health one of our core values? #1 we care about each other's well being. #2 being healthy keeps you motivated, helps you maintain a great attitude, and is a positive way to relieve stress. It's a win/win! Wait, did we mention we like to win!?

Come to work happy, leave happy!

“Most folks are as happy as they make up their minds to be.” – Abraham Lincoln

For most people, we spend approximately 50% of our week at work. You probably haven't thought about it that way before, but it's true. I don't know about you, but I don't want to be miserable for half of my week. That misery sometimes carries over into the time that you are not at work and before you know it, congratulations, you have officially joined the rat race. We look at things a little differently around here, we don't want you to wake up every morning and say "Oh man, I really don't want to go to work today" or "I hate my boss (I hope not!), my job and my life." We want you to look forward to coming to work. We want you to look forward to being with your teammates. You don't have co-workers, you have teammates. Is this possible? Does such a job exist? We believe so, and we place a priority on creating such an environment.

How many times have you gone to work and said "I can't stand that person?" Here's a novel idea, what if we put a premium on hiring good people that we all get along with? We truly believe that if you not only like the work that you are doing, but also like the people that you work with, you are far more likely to be successful and enjoy your job. Drama at the workplace? This is a drama free zone. If you want drama, go work somewhere else or watch *The Real Housewives of Beverly Hills*. We don't say "That's not my job" around here, as we said before, you have teammates and teammates go to bat for each other. Today you might be helping someone else but tomorrow you might be the one that needs the help. A little humor goes a long way as well. We laugh at ourselves, at each other and at everyone else! Smiles are mandatory and if you are really lucky, you might just end up driving home with one...

FAMILY + FRIENDS = STRENGTH

“It's all about quality of life and finding a happy balance between work and friends and family.” – Philip Green

Family is the center of our universe. While work is certainly an important and passionate part of our lives, nothing can amount to or replace family. After a stressful day or a kick-ass day, it's nice to know we have the support and can retreat into the arms of our loved ones. No matter if you're a CEO or a worker on the front line, family and friends provide you with the strength and support you need. Success and wealth mean nothing if it cannot be shared or enjoyed. Friends are an extended part of family and we are all more than coworkers; we're friends = a work family. Our bonds are fortified by our relationships inside and outside of work!

How lucky would you be to work with your friends? Pretty lucky, and that's what we are fortunate enough to do every day. Our take has always been that our family provides us unconditional love and support no matter what the situation. The only reason we sit here today is because of them. A good friend is the closest you can ever get to family because they provide similar love and support. If you happen to work with people who become good friends, you get that love and support at work as well. We work hard to be the best friend that we can be to those that we consider a friend. We would give them the shirt off our back and be there for them 110% in whatever way they need.

If you are fortunate enough to have all three; a stable, loving family; good friends outside of work and good friends at work you probably lead a pretty happy life which is the most that you could ask for.