

Purpose, Mission, Vision, Core Values & Values in Action

Purpose

Cultivating people who will ensure our communities flourish for generations.

Mission

An unyielding commitment to client success.

Vision

A collective of companies forged from a deliberate culture, creating lasting value through technology.

Core Values

The following four concepts describe the essence of our uniqueness as a company and what we aim to remain true as we grow toward our vision.

Advancing Mastery

Our value is ever-increasing because we get better at getting better.

Enduring Partnerships

We achieve transformative results, cultivating dynamic lasting relationships.

Constructive Conflict

Caring people with distinctive voices and humble spirits yield exceptional ideas.

Industrious Joy

Diligent effort, shared purpose – and a little levity – produce meaningful work.

Values in Action

The following twenty actions are derived from our Core Values and crucial to maintaining a healthy culture as we grow. These are the things that, if done more consistently, would make Worthwhile a more amazing version of itself. We call these ViAs for short.

Be Relentless About Improvement: With innovation and growth as our goals, we seek candid feedback, continuously evaluate our methods, platforms, and technologies and guard against complacency.

Honor Commitments: We keep our commitments, doing what we say we will do when we said we would do it, and renegotiating ahead of the due date when circumstances change.

Take Ownership of Your Time: We manage our personal and professional roles, working at a sustainable pace and taking individual responsibility for work-life integration.

Provide Remarkable Service: We empathize with clients, anticipate their stakeholders' needs, and attend to details, culminating in a concierge experience.

Have a Bias for Action: Like the buffalo running toward the storm, we act decisively, proactively resolve issues, and engage in tough conversations.

Fix Problems at the Source: With a long-term outlook, we invest the effort to get to the simplest solution for the true root of a problem.

Practice Blame-Free Problem Solving: When addressing issues, we assume positive intent, identify lessons learned, and integrate those lessons into systems and processes.

Debate, then Align: We humbly and actively listen, give thoughtful responses, and together commit to the chosen course of action.

Practice Human Connections: When in doubt, we communicate through a more personal medium to convey context, ensure clarity, and strengthen relationships.

Show Meaningful Appreciation: We celebrate each other's successes and regularly express gratitude in a specific and genuine manner.

Share Information: We ask ourselves, "Who else needs to know this?" and consider the perspective of the audience as we convey information.

Get the Facts: We form conclusions based on appropriate research versus incomplete information.

Practice Servant Leadership: We help the people around us flourish by equipping them to be more effective.

Make Quality Personal: We demonstrate initiative and own the quality of our work, considering it a reflection of individual pride and character.

Be Easy to Work With: Stay helpful and flexible, supporting the desired outcome, looking beyond the task at hand, and doing more—rather than pushing work off to others.

Be Process-Driven: We create systems and follow processes in order to efficiently and consistently deliver impressive results.

Ask “How Might We?”: We remain curious, hopeful, and resourceful, always asking this question of ourselves and our teammates.

Take Intelligent Risks: With a thoughtful, collaborative approach, we intentionally cultivate willingness to try the unconventional.

Treasure, Protect, and Promote Our Reputation: We consider the effects of individual actions on our collective reputation and serve as ambassadors for the company.

Have Fun: Don't forget to laugh; enjoy your work and your coworkers.