

## Denver Peak Academy Core Values

### Place Team Over Self, Always.

**How we live it:**

- Jump in and help out regardless of the task.
- Share your talent and knowledge openly.
- Show humility with self and others, don't be afraid to ask for help.
- Celebrate successes with "we" instead of "I."

### Learn. Activate. Repeat.

**How we live it:**

- Continuously infuse Peak content with new information, ideologies, methods, concepts, and tools.
- Customize information for customers based on the challenges they're facing.
- Embrace the power of the pilot.
- Foster a love of learning and a growth mindset in yourself and others.

### Be Steadfast in your Grit and Gumption.

**How we live it:**

- Focus on what **can** work.
- Be confident in your abilities and tenacious in your efforts.
- Practice resourcefulness and adaptability.
- Show bravery and courage in the face of challenge.

### Drive Connection Through Authenticity.

**How we live it:**

- Celebrate every person's passions and quirks.
- Address conflict directly and in person even when it's hard.
- Show vulnerability by recognizing and owning your faults.
- Move toward compassion and away from judgement through learning the stories of others.

### Promote Transparency in Process and Progress.

**How we live it:**

- Set clear, data-driven goals and expectations.
- Admit mistakes.
- Communicate the good and the bad.
- Ask for feedback to clearly and honestly document processes.

### Create an Environment Where Change Can Thrive.

**How we live it:**

- Celebrate each person's value and learn something from every customer.
- Champion diversity; recognize that good ideas don't discriminate.
- Embrace failure with a light heart and open mind, make it safe to change.
- Give patience and generosity to perspectives different from your own.

### Ignite and Sustain the Flame in Others.

**How we live it:**

- Express gratitude for the work and accomplishments of others.
- Treat everyone like a dear friend.
- Find the good in everyone, then leverage and amplify that good.
- Identify and maximize the potential of our customers.