



OUR MISSION

(aka what we do)

ELEVATE EMPLOYERS!

We always make sure our clients are in a better place because of what we do for them.

OUR PURPOSE

(aka why we do it)

TO PROTECT ENTREPRENEURIAL SPIRIT

Entrepreneurial spirit is a mindset of organizations and individuals that embraces relentless innovation, service and improvement. Protecting organizations that foster this mindset leads to increased success and healthier communities.

OUR VISION

(aka what will happen if we do it)

Become the predominant and most respected firm in Northern California providing employers with personal, individualized support in human resources and employment law.

OUR CORE VALUES

(aka how we do it)

Phenomenal Service

- Be ultra-responsive.
- Deliver genuine solutions.
- Keep it simple.
- Embrace the servant role.
- Pay attention to details.
- Listen.

Deep Mutual Trust

- Actually care.
- Tell the truth.
- Take responsibility. Make no excuses.
- Have patience and take the long-run approach.

Real Expertise

- Never stop learning.
- Know what you are talking about.
- Think it through.
- Concentrate.

Entrepreneurial Mindset

- Innovate.
- Act with purpose and confidence.
- Make things happen.
- Commit and be all in.

Pervasive Joy

- Smile and laugh.
- Exude positive belief and energy.
- Win.
- Share.