



OUR MISSION

(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

(why we do it)

TO HELP BUSINESS PROSPER

For-profit and not-for-profit businesses provide for and take care of people. Businesses that are ethical and treat people with respect are essential for healthy communities, but they are vulnerable. It is hard to run a business in California. By helping businesses prosper we support the good in people and strengthen our communities.

OUR CORE VALUES

(how we do it)

Phenomenal Service

- Be ultra-responsive.
- Deliver practical solutions.
- Keep it simple.
- Embrace the service mentality.
- Pay attention to details.
- Listen.

Deep Mutual Trust

- Actually care.
- Be consistent and reliable.
- Tell the truth.
- Take responsibility. Make no excuses.
- Do the right thing and take the long-run approach.

Real Expertise

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

Entrepreneurial Mindset

- Adapt.
- 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.
- Be authentic.