

centre®

The Corporate Manifesto

Vision, Mission, Ideology, Values, Principles, Character Traits

Introduction

This manifesto is written for prospective employees, current employees, companies we look to do business with and anyone else desiring to learn about Centro. We're not a perfect company, nor will we ever be, but we strive to become one every day.

Centro's vision is to become a blueprint for an improved corporate structure and culture. We are blessed with an opportunity to create a model company from the ground up. In a perfect world, how would a corporation govern itself? How would it treat its employees? Would it give back to its community? How would it interact with its customers? What role would it play in the personal and professional development of its employees? These are the types of questions we look to answer on a daily basis. In striving to create the model corporation, we expect to address many of these questions and, in the process, accomplish much along the way.

Implicitly, the foundational goal of every individual is to attain happiness. And, in many cases, it's not about just being "happy", but rather the "degree of happiness" one attains. Centro believes that true, long-lasting happiness is achieved through the willing adherence to true north principles. Principles that have stood the test of time and are proven to offer individuals the highest quality of life and greatest degree of happiness.

Unfortunately, the world around us and many companies script us to believe in principles that lead to discontent, dissatisfaction, low self-esteem and sometimes, even depression. Although no company can change everything and make all of its employees happy, it can strive to develop the right culture, environment, and atmosphere to give each employee the greatest chance of achieving personal well-being and happiness for themselves and others.

Centro is, and will always be, a work-in-progress. It is the responsibility of each individual to continually find ways to improve it.

Principle-centered living is difficult because it flies in the face of conventional wisdom and societal norms. It requires personal commitment and self-discipline. Yet, principles are the foundation for success in every aspect of life, both personally and professionally.

This handbook defines Centro's vision, mission, core ideology, core values and governing principles. If you have a question on anything or a suggestion for improvement, please let me know. My goal is for this to be a living, breathing document that each employee adds to and helps refine. It should be a foundational piece that contains the framework for overall organizational effectiveness and, most importantly, the personal happiness of each individual.

Sincerely,



Shawn Riegsecker
Founder

Centro Vision

“To create a model corporation that will be used as a blueprint for an improved Corporate America of the future.”

Think about what a “model” corporation means, and what it would look like to you.

The use of the word “model” is chosen because it encompasses all desirable elements. As we grow and mature, we don’t want to be good in just one area, we want to be great in all areas.

The reason for adding “blueprint for an improved Corporate America” is two-fold. The first is because the use of the word “blueprint” implies the need to document the successful aspects of the company. Without documentation, all we have is a successful company and a bunch of ideas of how we got here. The second is that it establishes an altruistic purpose for what we’re doing. The building of this model corporation isn’t about you and it’s not about me, it’s about the value this blueprint will provide to those around us.

Centro Mission

“To create a successful corporation which contributes to the health and well-being of the community through continual dedication to the personal growth and self-development of every team member.”

Core Ideology

“Corporate invincibility and financial success can only be achieved through the continual dedication to the personal and professional growth of each employee.”

Centro Strategic Business Vision & Mission

“To create and become the most widely used comprehensive media automation and intelligence platform in the world, measured by its financial health relative to like corporations.”

The Business Goal contains the first reference and emphasis to the financial health of the company. Although it is mentioned here, it is not the primary focus, but it is necessary to support the overall vision.

Our long-term vision is for other corporations to value our success and want to adopt our culture and principles. In order to realize this vision, we must maintain the financial well-being of the firm. After all, what company would want to emulate a fiscally unhealthy company? Our vision requires us to be one of the most financially successful companies in our respective field.

However, internally, we must always remember that success can only be achieved through attention to the individual, not the company (i.e. – if we’re all focusing on doing the right things and concentrating on the details everyday, success and the big picture take care of themselves).

Buried inside our vision and mission is the challenge to prove the power of the “and” versus the tyranny of the “or”. In other words, we must prove that a corporation can focus on the growth and well-being of its employees *and* be financially successful at the same time. In fact, it is our belief and mission to show that maintaining principles and focusing on personal growth is the *only* way to become the *best* in your respective industry.

Centro Core Values

- Lasting success can only be achieved through dedication to the growth and well-being of the individual, not the corporation.
- Every employee is responsible for his or her own improvement, the improvement of the corporation, and the improvement of those around them.

Centro Core Principles

- **Self-Improvement** – Lasting happiness is achieved through continuous personal growth and self improvement. We are committed to the ongoing investment in the growth of our team members while, at the same time, requiring each team member to actively take responsibility for their own self-development and well-being.
- **Do the Right Thing** – We are guided by our moral compasses, which innately know the difference between right and wrong. We will never compromise our integrity. We stand for what is just and right and hold ourselves to a high level of ethical standards.
- **Cultivate Raving Fans** - We create Raving Fans of our customers and of one another. Doing this requires a constant commitment to the service and happiness of others. If our customers aren't raving about our people and our products, we have not achieved the level of customer happiness we strive for.
- **Embrace Change** - Change is the only constant. In a fast-moving world and industry, we seek and embrace change. If we are not continuously changing, evolving, and improving, we're falling behind.
- **Uniqueness is Powerful** – We respect and support an inclusive workplace diverse in thought, perspective, and culture. We celebrate all team members regardless of gender/identity, sexual orientation, race or cultural background, religion, physical disability, and age. We are better together.
- **Believe Impact is possible** – We create lasting and positive impact in the communities and industries in which we operate. When we work hard, stay focused, and act in service to others, we believe anything and everything is possible. We are limited only by our imaginations and our effort
- **Humility** – We recognize there is no such thing as “individual success” in life. We are unanimous in victory and acknowledge those who have helped us along the way. Healthy team chemistry, creativity, and collaboration is critical to achieving our goals. We check our egos at the door.

- **Support Each Other** - We are committed to building an encouraging, caring, and supportive environment. We share a responsibility to help our team members and do what we can to help support them and enrich their lives.
- **Work Ethic Wins** - We hire the best and brightest minds in the industry. But we also know that intelligence means nothing unless it's paired with incredible effort and a strong work ethic. The teams and companies willing to put in the extra effort, go the extra mile, and be held accountable will be the ones who see their visions and dreams realized.
- **Breathe** - Working hard, building amazing products, and achieving success is an exhilarating and exciting way to live life. However, we also recognize the importance of keeping life in perspective. Making sure we're consistently finding peace and joy along our journey is an invaluable component to sustainable and lasting success.
- **Choose Positivity** - We are committed to building a culture of high-performing individuals that work together in a positive environment. Drama, negativity, and gossip are culture killers and will not be tolerated. We deal with issues, and our challenges, in a proactive and candid fashion with good intentions. We commit to building a positive and rewarding culture for all employees through the elimination of blaming, criticizing, and office gossip

Closing Thoughts

Too often, the only thing a corporation cares about is how much they are increasing shareholder wealth and value. In fact, many business schools prop it up as the only goal of a corporation. Everything inside the corporation seems to revolve around this goal. Corporations wrongly believe that numbers are paramount and employees are secondary, if not expendable. Most internal meetings and conversations exist to talk about the numbers and what employees need to do to increase the numbers.

Centro believes that if a company's goal is to increase the numbers, they should stop focusing on them. They should begin focusing solely on the well-being of their employees and customers and, in turn, the numbers will take care of themselves. Happy employees create a thriving workplace culture, and we know that is always good for the bottom line. The more a company focuses on the numbers, and not the people who produce the numbers, the more its business will suffer.

We focus on the bottom-line of the individual. We ask our employees to ask themselves, "How large is your 'bank account?'" I'm not referring to your financial bank account (although that is important). Rather, I'm referring to your bank account filled with character principles. Principles that define who you are, not what you have. This is a lifelong account that needs to grow over time. The larger this account is, the more fulfilling your life will be, and you will carry a greater opportunity to enrich the lives of those around you.