



OWN IT



NEVER SACRIFICE LONG-TERM VALUE FOR SHORT TERM RESULTS.
WE NEVER SAY, "THAT'S NOT MY JOB."

Ownership is a powerful concept. When applied correctly, it can take you anywhere you want to go. Ownership forces you to eliminate all excuses for why something didn't go the way you wanted it to. Instead, those who embrace the ownership mindset will look at a challenge or failure and say "what can I improve on, where can I get better" vs. they (the client, coworker, friend, manager, etc.) didn't do this or that and they are the reason I didn't succeed.

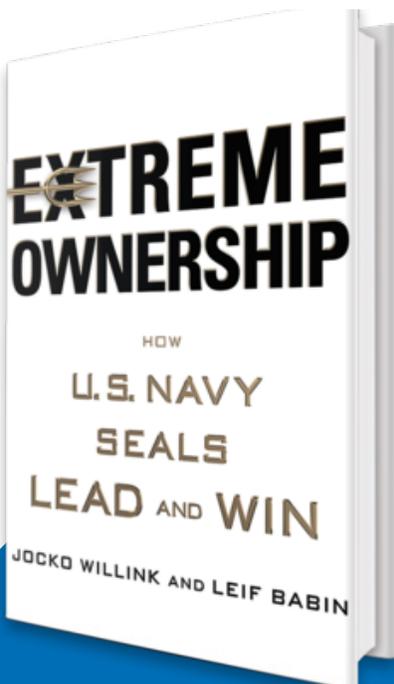
We use the core value of Own It to communicate our commitment to owning our performance, the team's performance, and the clients' experience. We recognize that ownership starts with the individual and blaming others is not what we do.

Ownership should apply to every aspect of your life, not just at the office. Do you have a goal that you aren't hitting? Are you disappointed in the path a particular aspect of your life is taking? Guess what, you need to Own It. Forget every possible excuse you could apply, look at yourself and ask how you can take a step in the right direction. How can you take ownership of every aspect of your life, double down, and execute?

Book Recommendation

"Extreme Ownership by Jocko Willink and Leif Babin provides clear and simple skills to those willing to challenge themselves and get out of their comfort zone. I've yet to find a book that delivers its message with more efficiency. I highly recommend it and the authors' second book, The Dichotomy of Leadership."

- Jim Thomas



"Ownership requires checking your ego and operating with a high degree of humility. Admitting mistakes, taking ownership, and developing a plan to overcome challenges are essential to success."

~ Jocko Willink