



Integral Life Featured Artist Mark T. Smith

Why *work* when you can *live*? Align your core values with where you work, what you buy and who you are and economic life becomes seamlessly whole

Integral Life+Institute

A Core Values-Driven Community of Practice



Robb Smith

Head Curator & CE
Integral Life

Welcome and thank you for your interest in our Core Values! Integral Life+Institute is more than just two integral companies: they represent a *community of practice*. This distinction holds profound importance for us. Here's why:

First, we recognize that people are always and everywhere values-driven: we are motivated by what we hold dear, by the lives we want to lead, and by the people we want to be, and be with.

Second, *all* organizations are driven by values. Many organizations, however, don't recognize it and so their values go unrecognized, unarticulated and become internally contradictory.

Third, because it is our essential mission to *help people evolve*, and to do so in an

integral context that tries to bridge the divide between a fractured world of warring ideologies and an integral world whose intrinsic wholeness is always-already available to us, it is our belief that values-alignment among our shareholders, donors, team members, customers and partners is a simple and clear requirement for any integral organization.

Finally, our Core Values represent more than just what we say we value. They represent at a deep level how we agree to behave. Our organization *practices* these values. To this end our relationship with our stakeholders is simply stated and obvious: we invite you to join our community of practice.



Integral Institute
Integral Life+

CORE VALUES

DELIVER LIFE-CHANGING INTEGRAL EXPERIENCES

At our core our mission is to help people evolve by delivering life-changing integral experiences. We have a passion for offering people extraordinary experiences that turbo-charge their consciousness and personal capacities, open their minds, inspire their hearts and sharpen their effectiveness in the world. By seeking out exceptional people, practices, insight and artifacts at the leading-edge of human evolution and combining them with Integral Philosophy we deliver some of the most innovative and “fully-human” growth experiences in the world.

DELIGHT PEOPLE WITH FLAWLESS EXECUTION

To deliver extraordinary and life-changing services we have to execute flawlessly. While we will not always meet this value, we will always try. Our commitment to flawless execution includes humility, world-class standards, exceptional service, a passion for quality and precise attention to every detail for our team and our members. We also commit to meet people exactly where they are in their lives, at their current stage of personal development, and in the context most relevant to their life situation.

MAKE IT BEAUTIFUL

Beauty is everywhere. We are committed to seeing it and bringing it out in everything we touch.





MOVE THE NEEDLE

Like a race car tachometer that needs its RPMs at a certain rate to hit top speed, we spend our energy where it makes a significant impact on our mission. Moving the needle means living fully and passionately contributing to something larger than ourselves. We want to move the needle on behalf of our members by helping them evolve extraordinary lives, our stakeholders by building enduring value and on behalf of humanity itself by engaging in the highest leverage projects that alleviate suffering and where integration is a critical success factor.

BE THE CHANGE

Life evolves. We will evolve with it. We have a deep appreciation for the evolutionary nature of the universe and all phenomena within it. Evolving one's consciousness, capacities and behavior throughout life is equal parts art and science and we gain when we

practice this evolution by using an Integral Operating System. Our community culture is dedicated to the lifelong learning and personal development of every member and team member and encourages everyone here to take risks and push the innovation envelope. In short: "change starts with me."

I am deeply committed to creating life changing media experiences that are flawlessly executed, move the needle in a beautiful way and express our love unconditionally.

David Riordan
VP, Media



PREACH WHAT WE PRACTICE

Preaching what we practice is the *core* of any authentic community of practice. Said simply, our products, services, culture and even financial results are merely outcomes of how we as a company practice. We are not in the business of telling people how *they* should live, we are in the business of showing people how *we* live. We know that growth comes from offering something that provides disproportionate *value* to others and we believe that our *values*-based practice does so. And this makes organizational growth the byproduct of our culture, not its objective.

We are not separate from what we do and create—it is largely a product of the stories we live and the insights we share, and of course, the incredibly hard work we put into it. We are, at least trying, to be a manifestation of the change we so desperately want to see in the world. And, as we move the needle in our own lives, we inspire the needle in those around us to move too.

Nicole Fegley
Integral Coach



LET THE LOVE SHOW

People want to feel love. And they want to give love. Every team member at Integral Life +Institute understands this and makes a commitment to practice love, to let it show, and to celebrate it as we go. This does not make our culture soft: love is often tough and always clear. But it does allow us to cultivate great relationships with each other and our members, to be authentic, direct and open with each other, to serve passionately and to find the best in others even while holding up a mirror when necessary. In short, we agree with Kahlil Gibran when he writes that “work is love made visible.”



HAVE FUN

If we don't have fun along the way, then what is the point? The irony of working with deep existential topics like human evolution is that our capacity to see the humor in everything becomes greater. We practice fun by holding ourselves lightly, by playing constantly with novel perspectives, attitudes, and experiences, and especially by playing with our own shadows. After all some of the best humor comes from things we're embarrassed to admit and we'd rather keep hidden, so the most fun (and freedom, too) derives from the fun we can have at our own expense. We want this attitude of having fun to make our culture playful, innovative and, frankly, just plain worthy of investment of the precious time we have in this life.



Ken Wilber Reflects on These Core Values...

"Be comprehensive in every gesture, and thus engage your True (and Unique) Self. Use inclusive awareness, even in the smallest things. Experience the wholeness of the world and your relation to it and as it—that is, find your True (and Unique) Self, the union of infinite and finite, Emptiness and Form, this moment and your Awareness of it—let them all be one, and rest in that ongoing Oneness. Find the experience of oneness in each and every many-ness that you experience, and thus let your life be Full. See the transparent Emptiness of each and every thing, and thus let your life be Free. Walk your integral talk. Find and openly feel Love, the oneness of All. Integrate body, mind, heart, and spirit—feelings, thoughts, and luminous Presence—and thus be whole yourself. Work for the world, the entire world, as experienced by your Unique Self, and thus see Self and world as one. Develop your Unique Self by living your core values (e.g., transparency, freedom, fullness, inclusiveness, in the many the one and in the one the many, love, being, passion, consciousness, playfulness, care, compassion, joy, relationship, justice, mercy, transcendence, immanence, excellence, evolution, embrace, greatest depth for greatest span) and noble (integral) vision. Live Joy! Integrate the Good, the True, and the Beautiful, even in the smallest gestures. Help others until it hurts. Leave the world a little more whole than you found it, and thus join evolution in its Divine destiny, awakening your Unique Self as well."