

Manifesto

Brooke: Welcome to the video where I talk about the manifesto. Now, this is something that I'm going to include, you'll see it below, in our company manual. And what I recommend that you do is read through ours and then literally copy my exact format and just change the words to what resonates with you. Having a manifesto is really useful for incoming employees and even for your employees that are already here to kind of understand your company philosophy, your values, your vision, and your model. So I'm just going to read mine here to you, and then we will discuss.

Brooke: Manifesto: "You will love working here if you like our cultural manifesto. We keep things simple. We constrain our focus to a few big goals. Everything needs to support the mission of being an example of what is possible with the Model. \$100 Million in 2028 is something we all get behind.

Brooke: We move very fast around here. We are efficient and prepared. We get ridiculous results. We are committed to managing our own minds and we use our own model to do it. This helps us own our mistakes and take responsibility for our thoughts, feelings, actions, and results. We talk about issues out in the open. We like everyone to be in the know. We tell the truth to each other. We change our minds a lot because we're willing to learn by taking action. We know something is a good idea by trying it out. We spend less time thinking about talking about what we're going to do, and more time actually doing it. We are blue collar in our approach to work and white collar in how we get paid and dress.

Brooke: We plan way ahead and prepare as early as possible. We don't like fires or emergencies. We don't want anyone to be too stressed or too busy. We take six weeks of vacation worry-free. We back each other up. We rely on great processes and spend a lot of time keeping them accurate and usable. We represent the School by dressing up and working in a professional environment because we like to be a little bit fancy. We love delighting our customers and overdelivering. It has to be fun and hopefully funny, or forget it."

Brooke: That is our cultural manifesto. If you read that, I mean, all of you just hearing that, you know exactly how we roll. It is very specific to what matters in our organization and what we value. Of course our three values are listed underneath, "Be an example, be fun, and be blue collar," but I talk about each one of those in the manifesto.

Brooke: So what do you think about having a manifesto?

Kris: I think it's so brilliant and also essential, because there's two things, right? We have to think about what the work was that Brooke had to do to be able to

create that, the amount of thinking and really being conscious and creating consciously the kind of business that she wants to have, and you have to think about now the kind of leader that this calls her to be regularly, right? It's not like this was an idea, and we wrote it down, and now she doesn't talk about it. This is how she manages and leads her business.

Kris: And so, it calls upon her to show up every day as the woman who runs this business. And that's so much of the work I know I do with my clients and we talk about all the time. As we grow our business, we have to be really clear about the woman, the entrepreneur that we need to become to have the business that we want to have. So I love that for those two big reasons of who you had to become to write it, and then who you have to continue to be to honor and represent it.

Brooke: Yeah. And one of the things I want to tell you, and this is really similar to the stuff that we talked about when we talked about writing your core values, this is not some aspirational thing that you want to create. This isn't, "In a perfect world of rainbows and daisies, this is what everyone does." The way that you want to answer this is, "You will love working here if. This is how we roll. This is the truth of what goes on around here." And notice it's not all rainbows and daisies. It's not all happy and wonderful and perfect and easy. There's a lot of challenging stuff that happens in here. And so, really it's the truth about what it's actually like to work for you.

Brooke: Now, here's another thing that's really interesting about going through that process. If you write down what it's actually like to work in your organization, and it's not a place you want to work, this is a problem. And this will happen to many of you. You'll be like, "What we value and what our manifesto is right now isn't working for what I want ultimately." And so, then this can become an exercise of something that can actually change as your organization changes. Don't make this totally different than the reality. It needs to be the same thing.

Kris: I want to add also that when you design and really consciously create your manifesto, this is something that comes from you as the visionary and the founder of your business. This isn't a collective, collaborative discussion that you have with your team members, and ask them, "Who are we as a company? And who should we be? And what should our manifesto be?" This has to come from you. And so, the way that Brooke has designed it, she started with her vision, started then with her values, and then wrote the manifesto. And that came very organically when she was able to connect with who she is and what she wants her business to be in the world.

Brooke: And that's why the whole Module One is so important. You have to understand what you want. Where do you want to work? This is your business, you get to create it however you want. So many of us go in, and go, "What do you guys want? I don't know. What do you guys want?" And then you end up being in a corporation that doesn't have any really clear manifesto, really clear values, or it ends up being the place you don't even want to work.

Brooke:

So this is your manifesto. This is what you're offering to your team. This is what you're inviting them to come and be a part of. So make sure you take the time right now, as soon as this video ends, sit down and answer that question, who would really love to work for your organization? Tell them the truth what it's like to work for you, and then make sure you like the answer that you have there.