

KAJABI

CULTURE & VALUES

Our Values

01

#KajabiHero

THE KAJABI CULTURE

The background of the image is a collage of several smiling people, mostly of Asian descent, wearing dark-colored t-shirts with the word 'kajabihero' printed on them in a light color. The collage is faded and serves as a backdrop for the text.

We believe our customers are our heroes.

All we do begins with their story and ends
with their success.


#KAJABIHERO

#kajabihero

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**This means that in our
development, marketing and
support we put the hero first.**

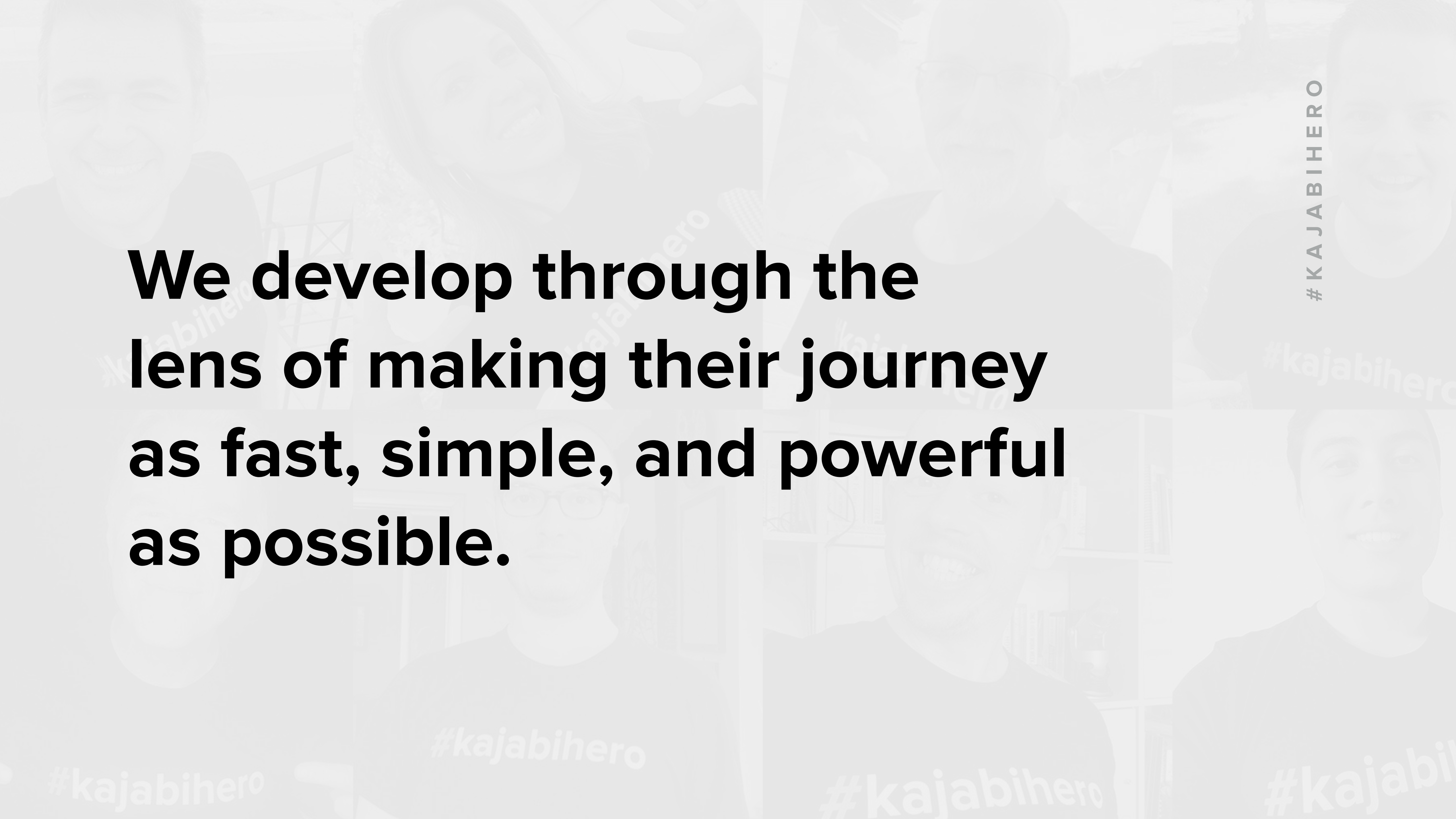
#K A J A B I H E R O

#kajabihero

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**We develop through the
lens of making their journey
as fast, simple, and powerful
as possible.**

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**And develop with a
commitment to innovation
and a vision of what Knowledge
Commerce should be, pursuing
different, not just better.**

#K A J A B I H E R O



**We market with integrity,
enthusiasm, and recognize our
responsibility to evangelize this
amazing industry.**

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**With the goal of our marketing
engaging future hero's
intellectually in a future result
that is good for them, and
getting them emotionally
charged to take action on it.**

*Credit to Dan Sullivan

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**We support our future heroes
with the awareness that each
Kajabian is unique.**

#K A J A B I H E R O

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With their story, on their own journey, and our goal is to surprise, delight, and leave every customer better than we found them.

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02

Balance

We embrace balance.

We believe that one-dimensional success
is ultimately failure.

We've all heard the parable of the man who sacrifices his health and relationships to make money...

Only to then spend all his money to hopefully recapture his health and relationships.

Kajabi exists to help people achieve more freedom and flexibility in their lives to have the margin time for balancing what truly matters.

We strive to be diligent and focused at work to be able to be fully present and balanced in life.

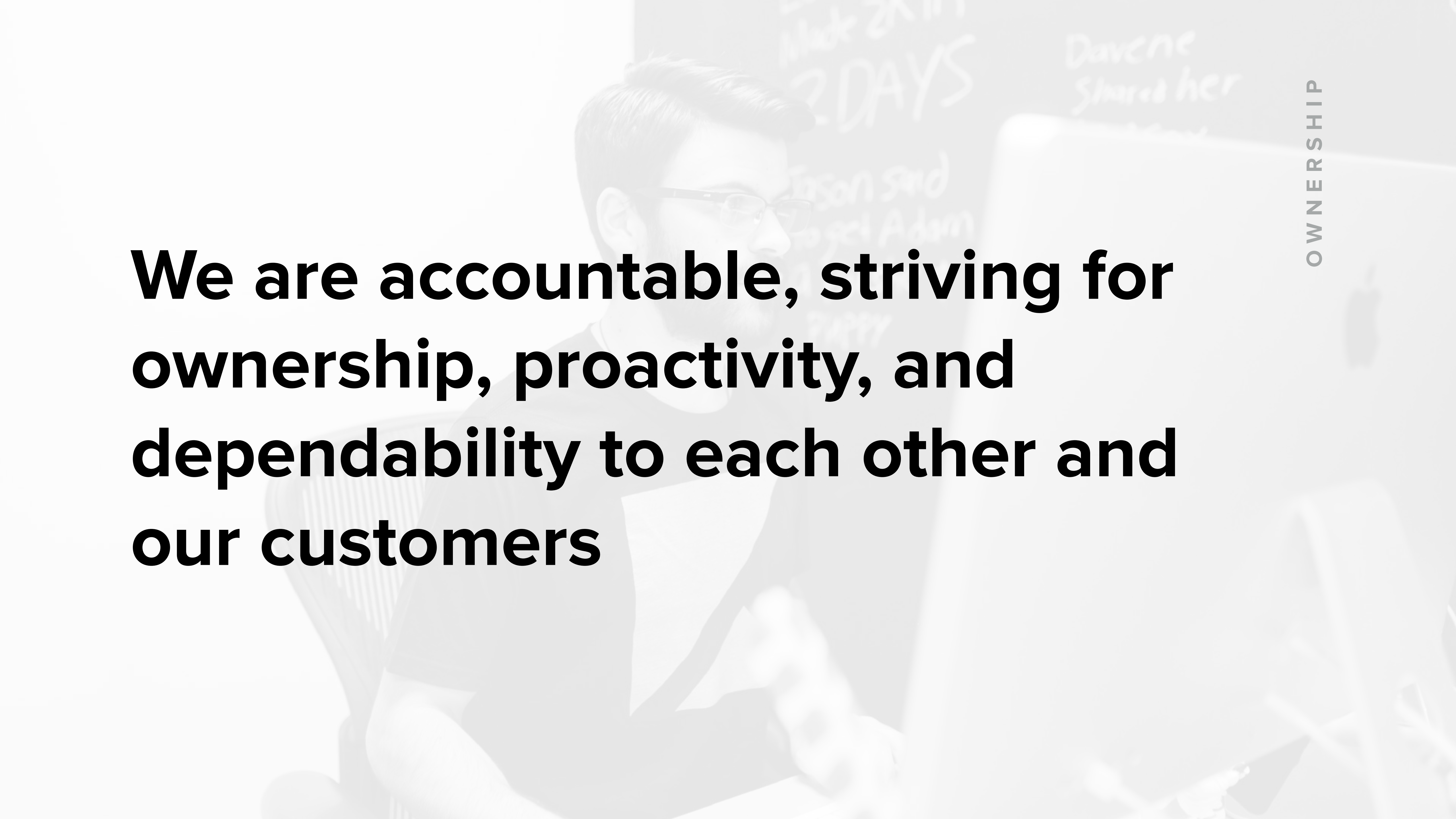
We choose to honor the rhythms necessary to be at our best, recognizing the balance between cycles of creation and recreation.

Finding fun and unique ways to build and grow the camaraderie of our team through both our creation and recreation.

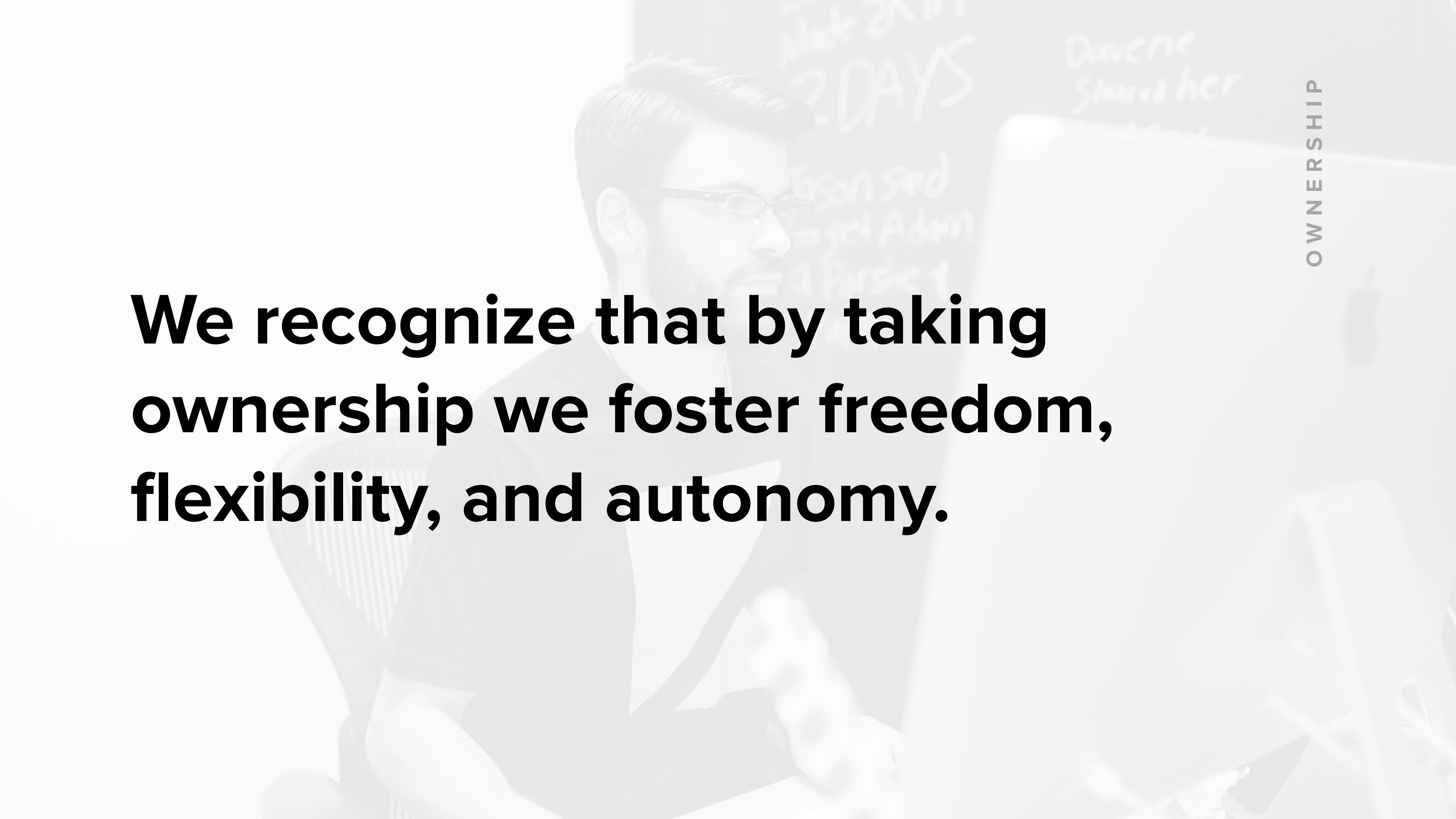
**And as a team we seek to
find unique approaches to
achieving the seemingly
impossible, while doing so
in harmony with what
truly matters.**

03

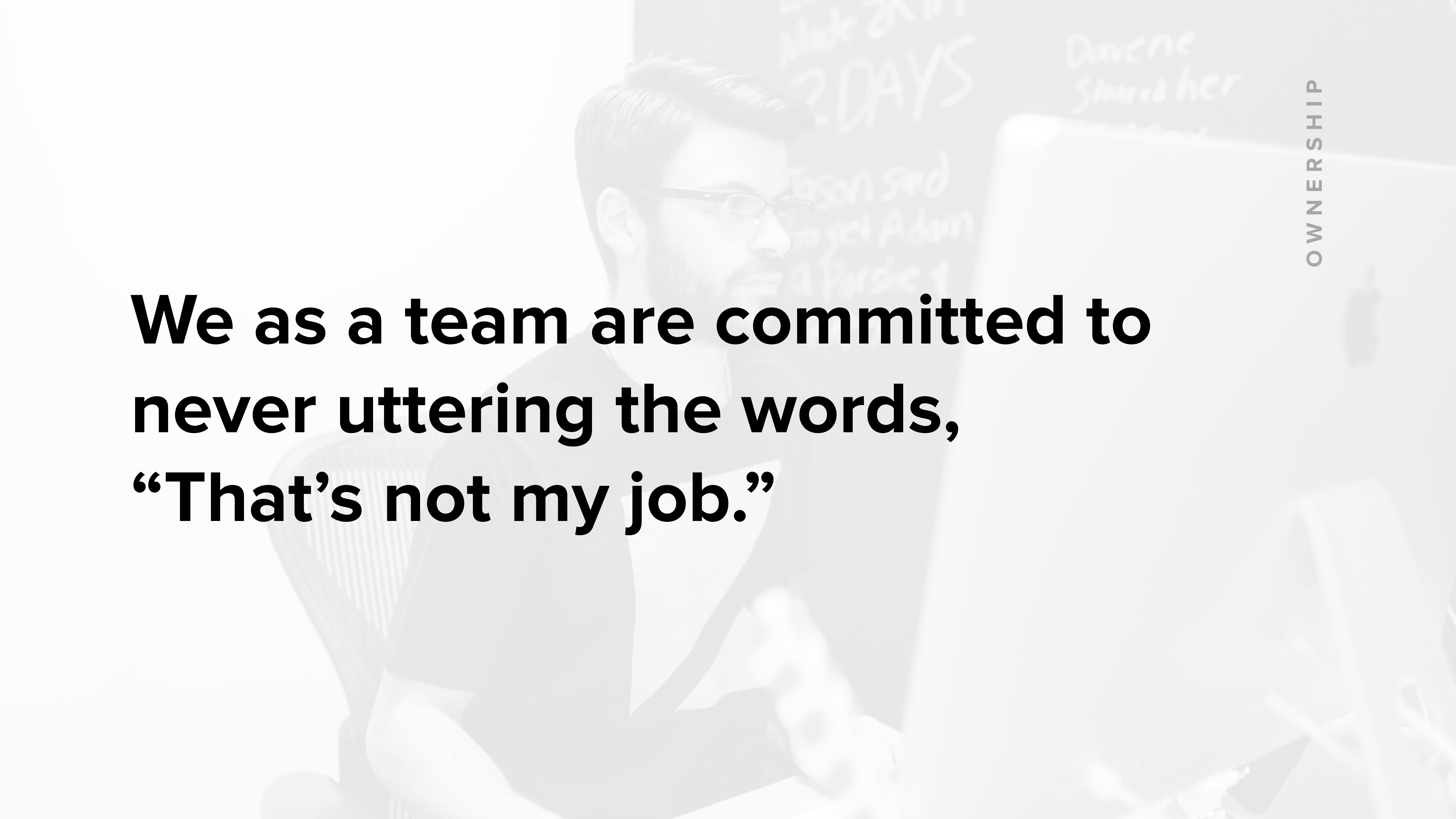
Ownership

A man with glasses is sitting at a desk, looking at a laptop. In the background, there is a whiteboard with handwritten notes. The text on the whiteboard includes "2 DAYS", "Davene Shared her", "Jason said", and "to get Adam".

We are accountable, striving for ownership, proactivity, and dependability to each other and our customers

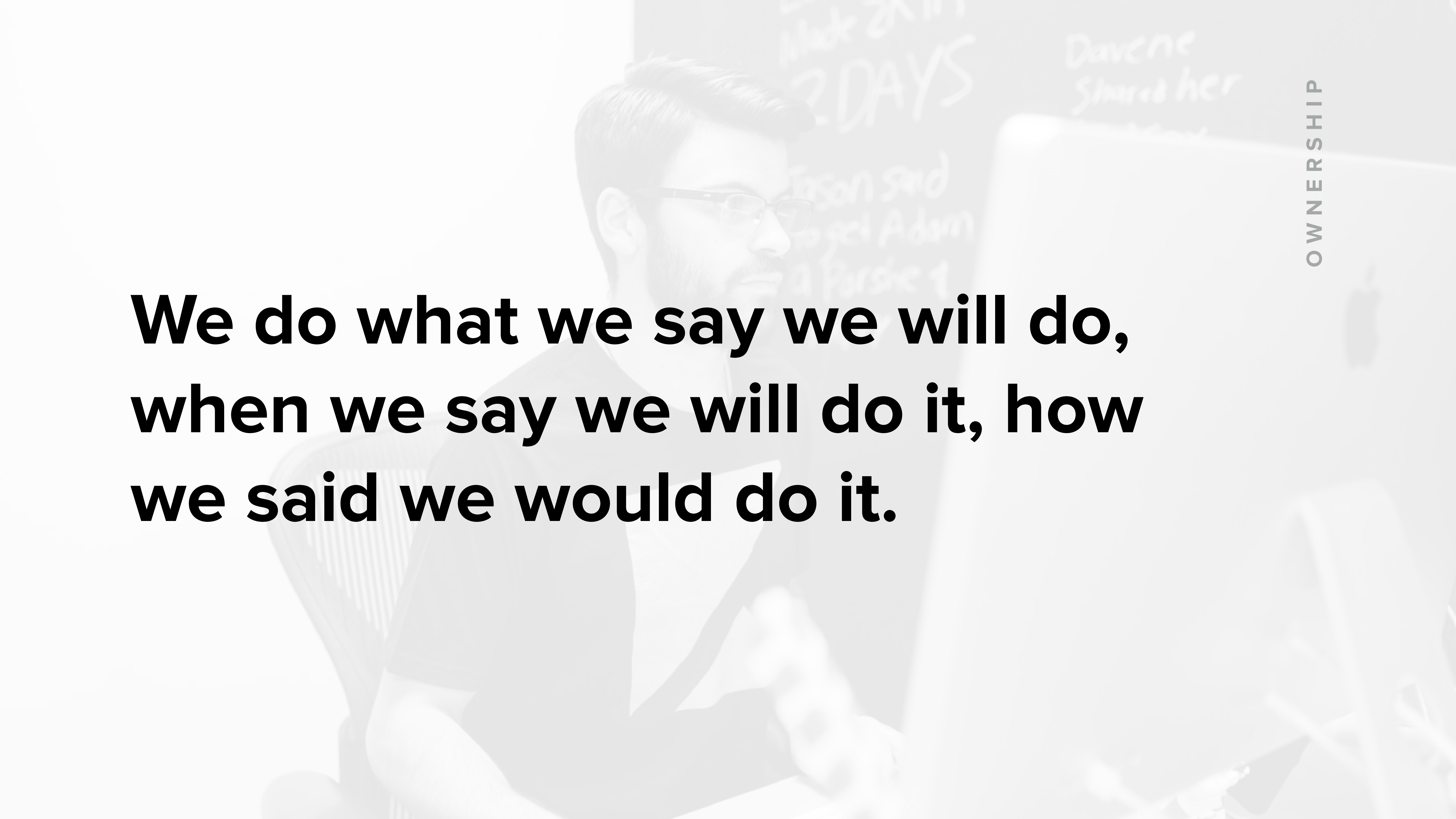
A man with glasses and a beard is sitting at a desk, working on a laptop. He is looking at the screen. In the background, there is a whiteboard with some handwritten notes. The text on the whiteboard includes "Made 2K in 2 DAYS", "Davene Shared her", "Jason said", "to get Adam", and "a first".

We recognize that by taking ownership we foster freedom, flexibility, and autonomy.

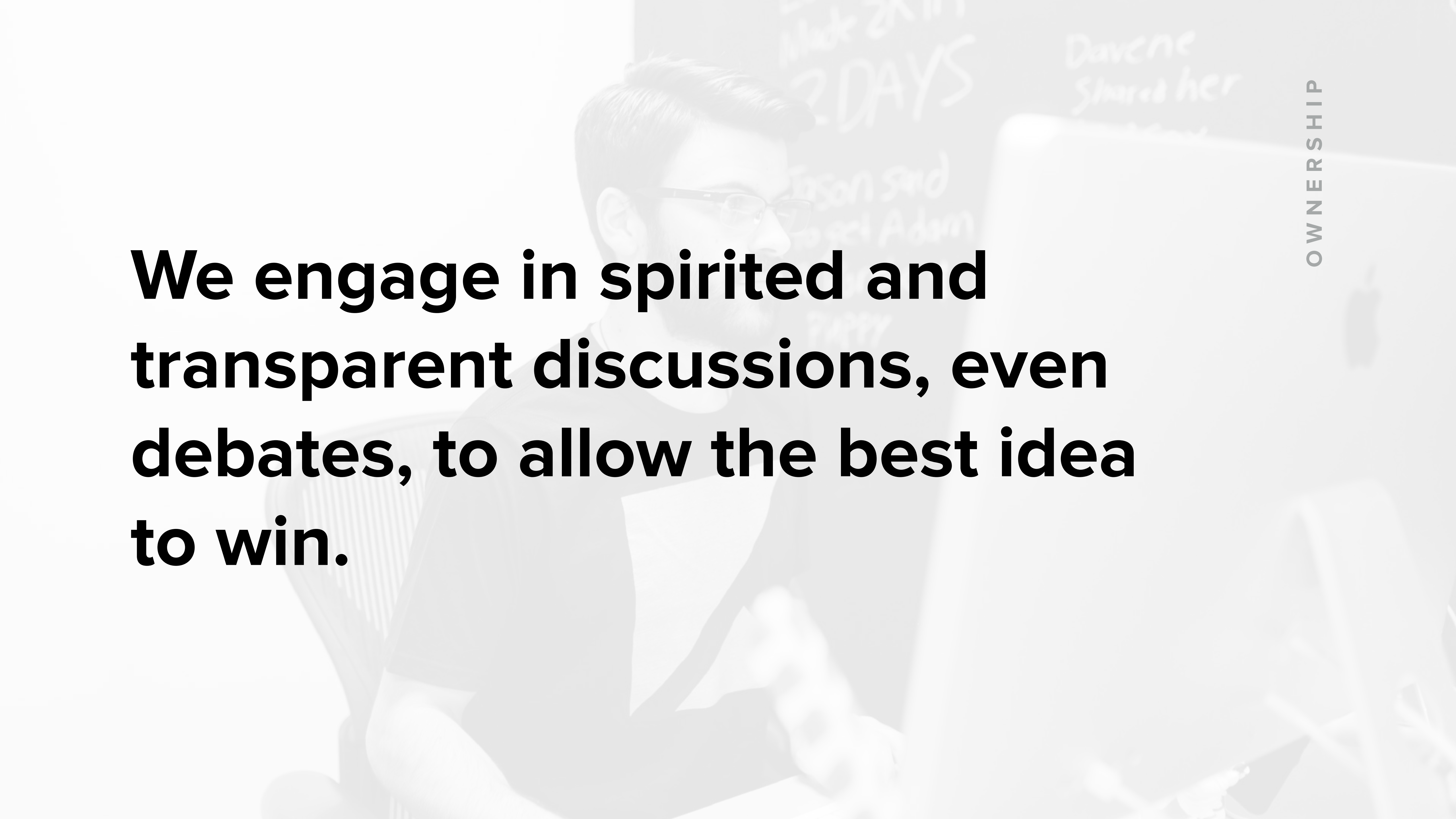
A man with glasses and a beard is sitting at a desk, working on a laptop. He is looking at the screen. In the background, there is a chalkboard with handwritten notes. The text on the chalkboard includes "Made 2K in 2 DAYS", "Davene Shared her", "Jason said", "to get Adam", and "a Porsche".

**We as a team are committed to
never uttering the words,
“That’s not my job.”**

And we recognize that our ultimate success or failure as a team is dependent on all of us following some key commitments.

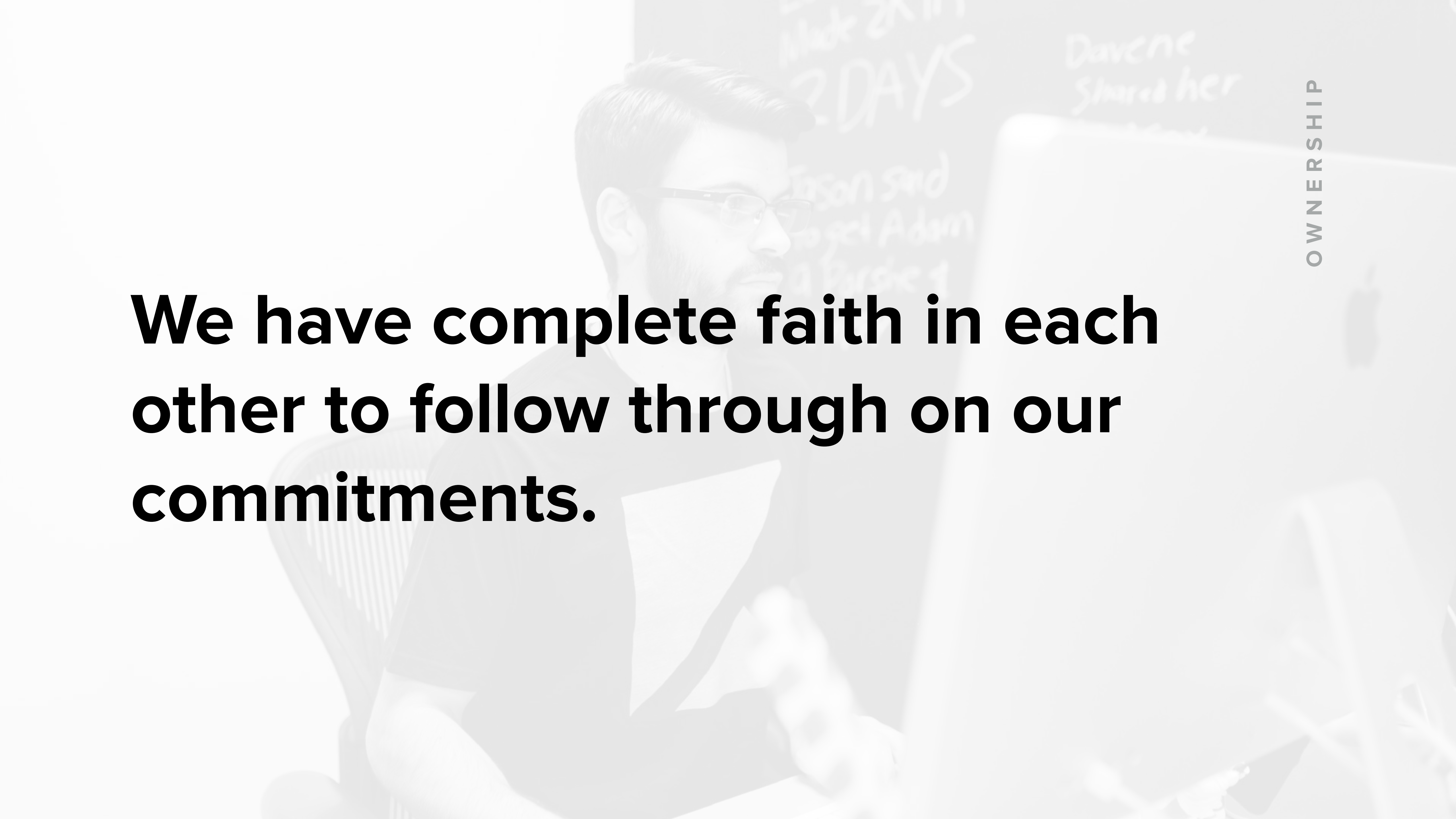
A man with glasses and a beard is sitting at a desk, looking at a laptop. In the background, there is a whiteboard with handwritten notes. The text on the whiteboard includes "Made 2K in 2 DAYS", "Davene Shared her", "Jason said", "to get Adam", and "a Porsche".

**We do what we say we will do,
when we say we will do it, how
we said we would do it.**

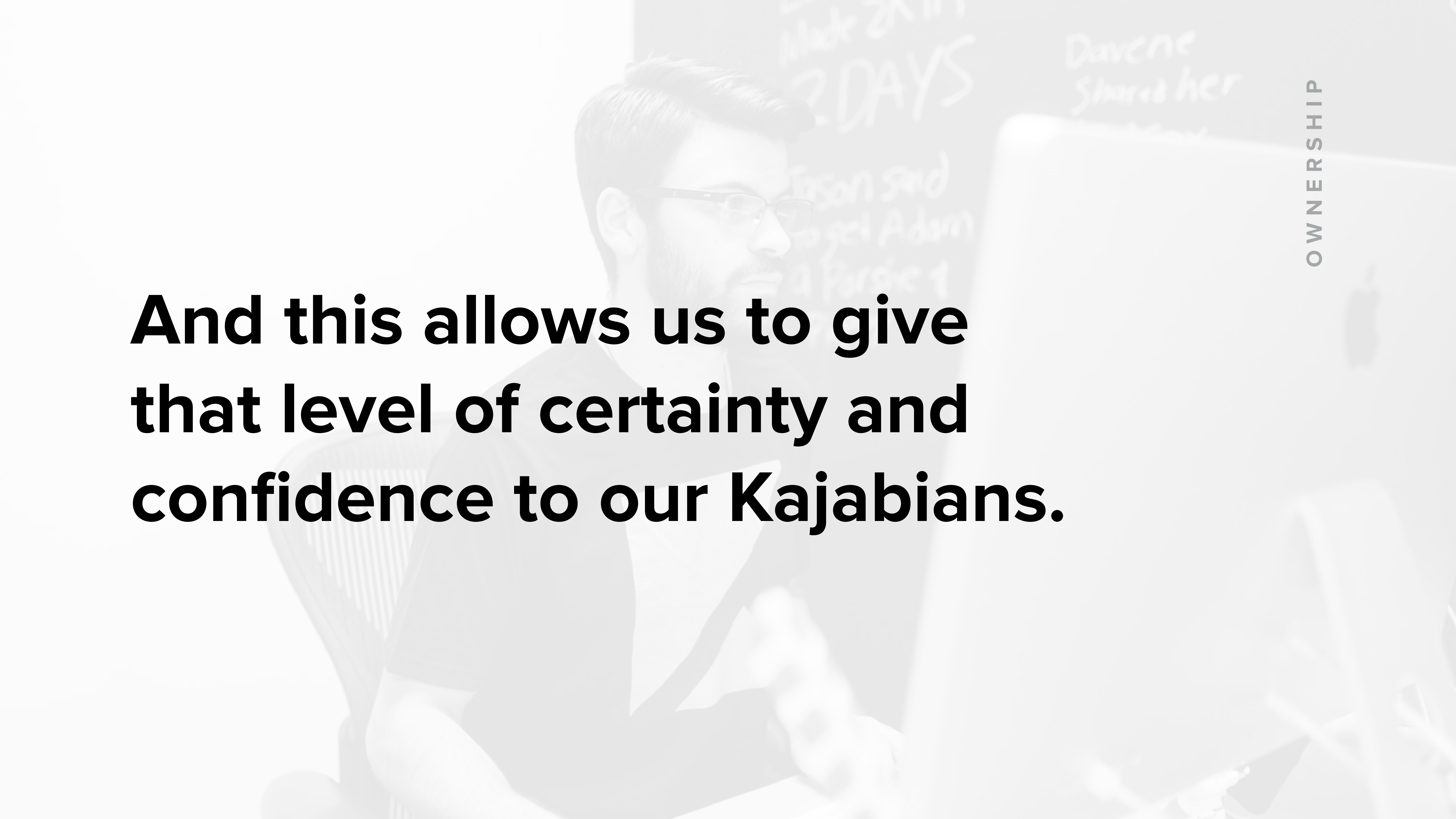
A grayscale background image of a man with glasses and a beard, wearing a dark sweater, sitting in an office chair and looking at a laptop. In the background, a whiteboard has handwritten notes: 'Made 2K in 2 DAYS', 'Jason said to get Adam', and 'Davene shared her...'.

We engage in spirited and transparent discussions, even debates, to allow the best idea to win.

While always prioritizing the relationship and engaging with respect. Regardless of the outcome, we move forward with enthusiasm, unity and ownership.



We have complete faith in each other to follow through on our commitments.

A man with glasses and a beard is sitting at a desk, working on a laptop. He is looking at the screen. In the background, there is a whiteboard with handwritten notes. The text on the whiteboard includes "Made 2K in 2 DAYS", "Jason said to get Adam a Porsche", and "Davene shared her".

And this allows us to give that level of certainty and confidence to our Kajabians.

04


Betterment

A man with glasses is smiling while sitting in a white hammock. He is holding a stack of papers and a laptop. The background is a light, neutral color.

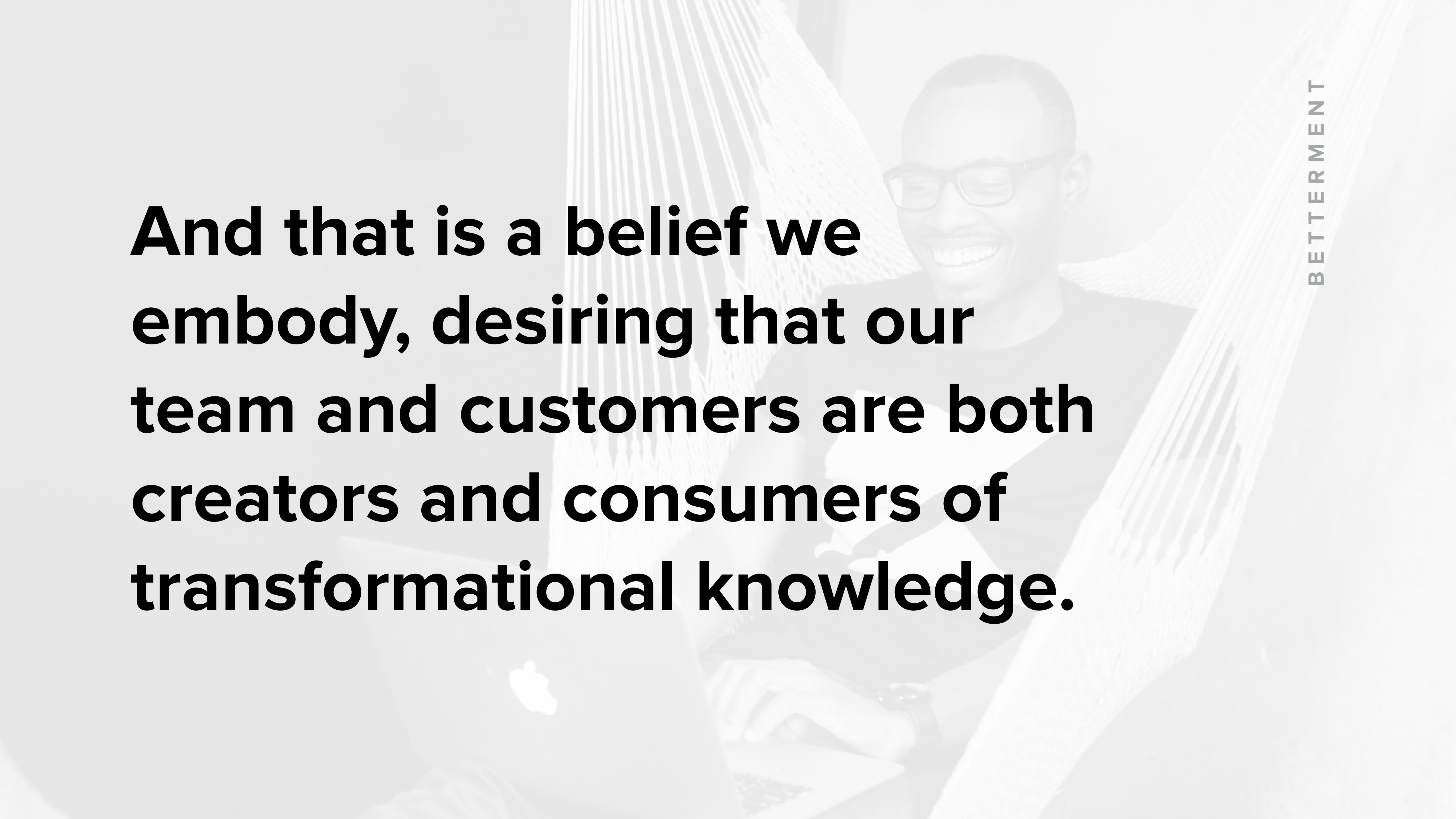
We prize betterment and the pursuit of passions.

BETTERMENT

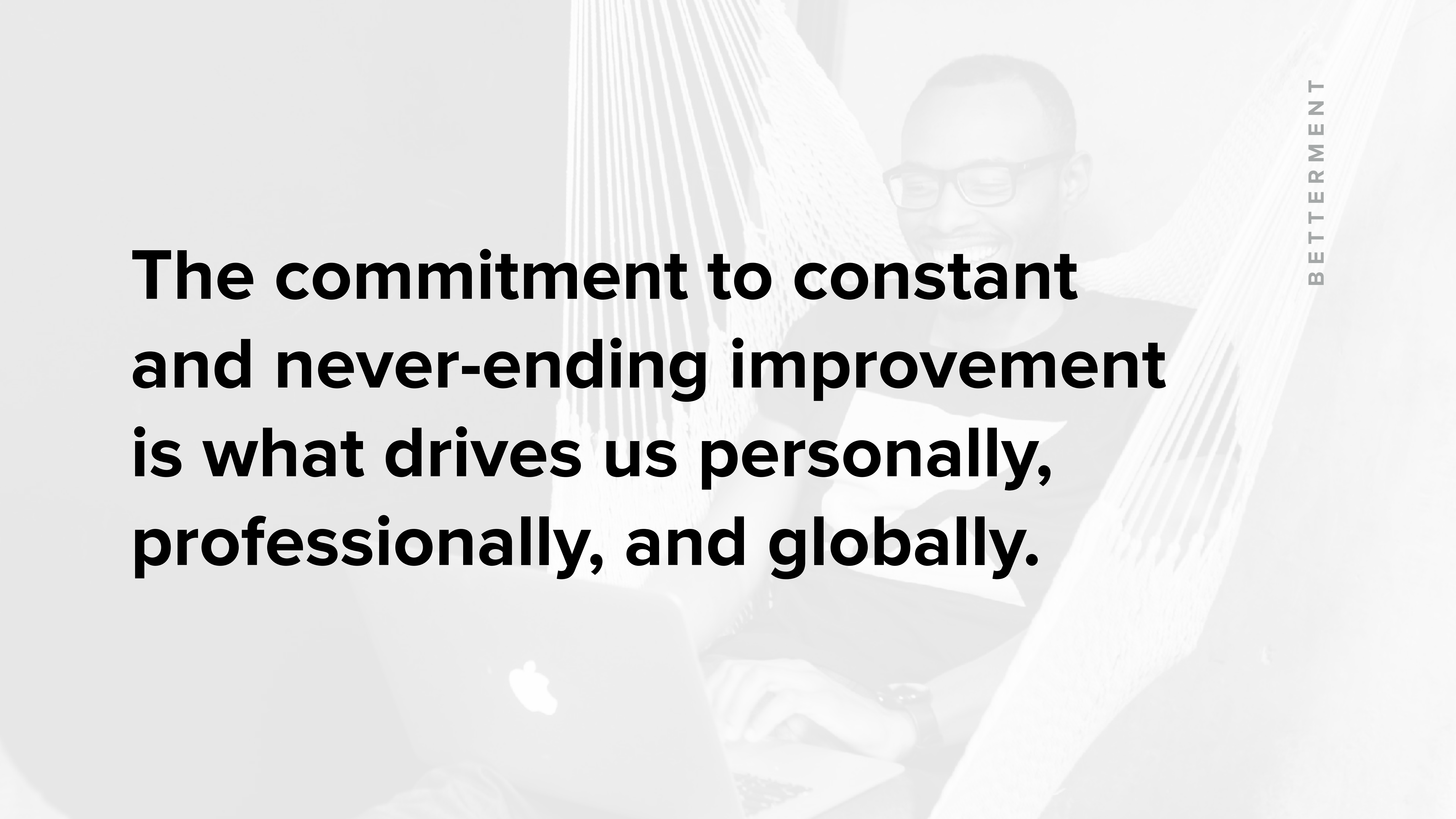
Empowering our team and customers to
constantly improve.

A grayscale photograph of a man with glasses and a beard, smiling while sitting in a hammock. He is using a laptop, and his hands are on the keyboard. The background is a light, textured surface.

**Kajabi was founded to
equip everyone with the
ability to share their knowledge
and passions.**

A man with glasses is sitting in a hammock, smiling and looking at a laptop. The background is a light, textured surface.

**And that is a belief we
embody, desiring that our
team and customers are both
creators and consumers of
transformational knowledge.**

A grayscale background image of a man with glasses sitting in a hammock. He is smiling and looking down at a laptop and some papers he is holding. The text is overlaid on the left side of the image.

**The commitment to constant
and never-ending improvement
is what drives us personally,
professionally, and globally.**

05

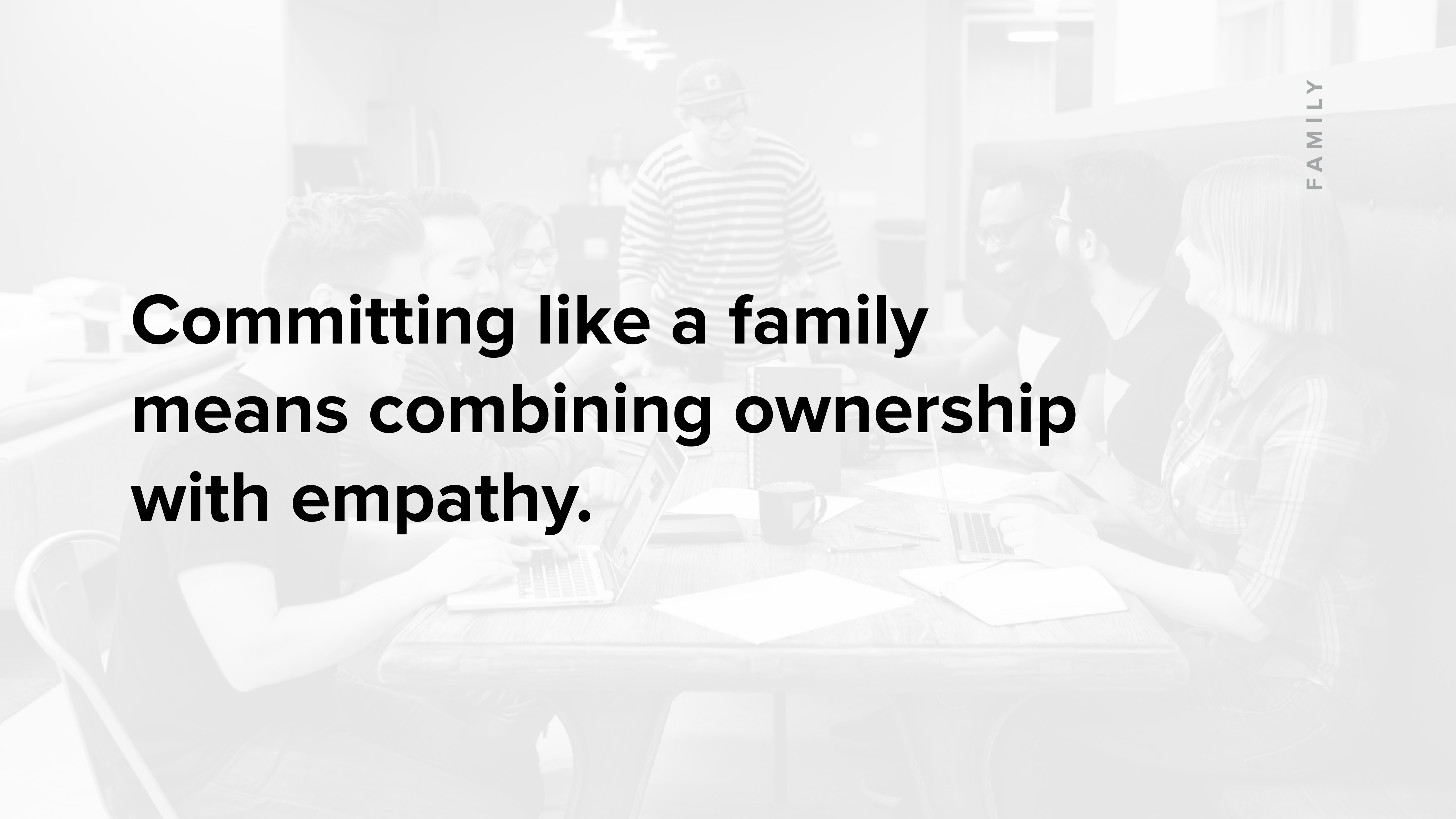
Family

THE KAJABI CULTURE

**We're a team, we're a family,
and our customers are part
of it.**

**We know that a group of
committed individuals can
change the world.**

And to make that happen we need to commit like a family, practice and play like a team, and remain steadfast in our vision.

A group of people are working together in a modern office setting. In the foreground, a man and a woman are seated at a wooden table, looking at a laptop. Behind them, another man is standing and looking at the same laptop. To the right, a man and a woman are seated at another table, also looking at a laptop. The background shows a bright, open-plan office with large windows and modern decor. The overall atmosphere is collaborative and professional.

**Committing like a family
means combining ownership
with empathy.**

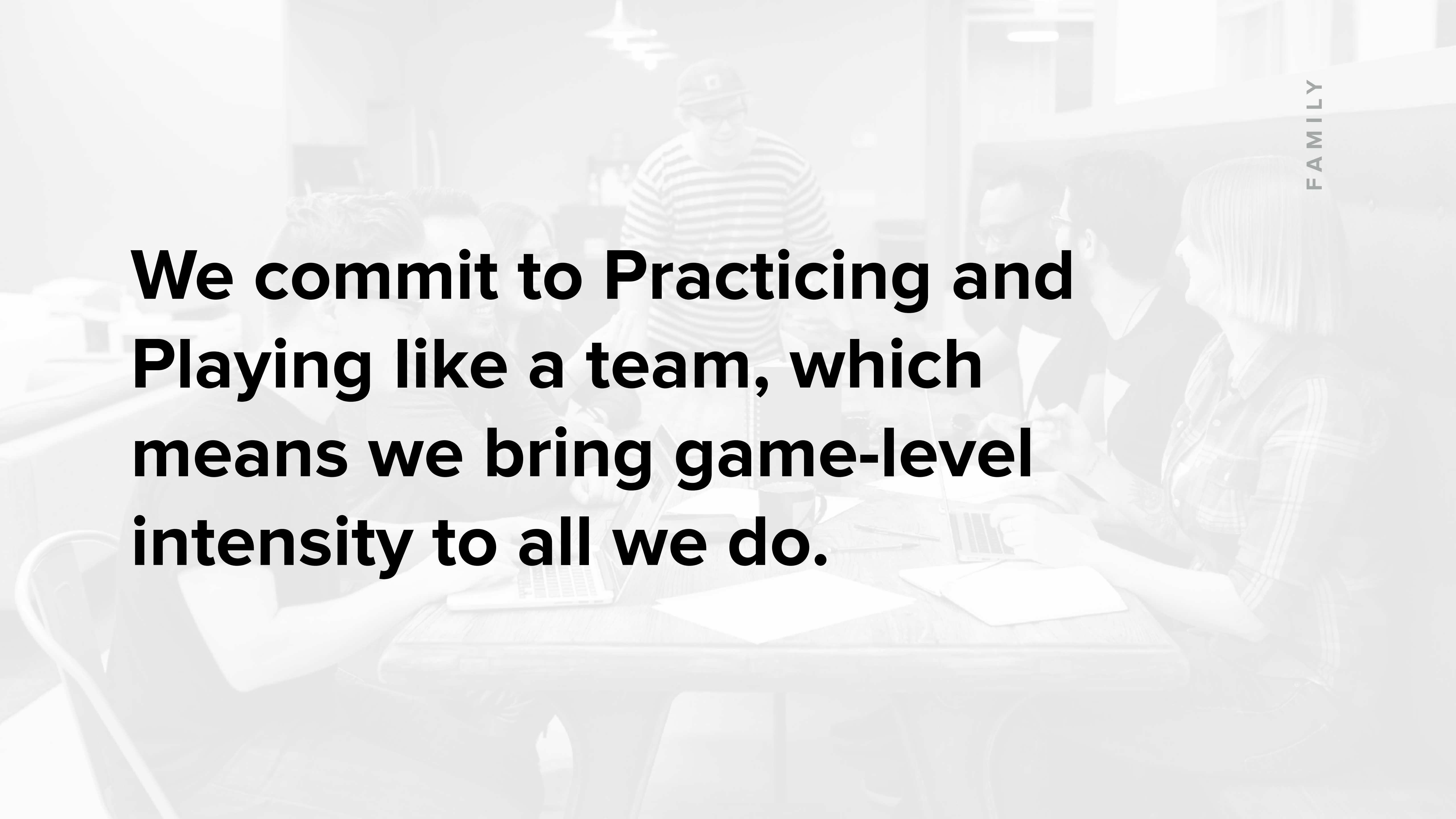
**Being willing to encourage
each other.**

**Being willing to support
each other.**

**And sometimes being willing
to carry each other.**

And always celebrating each others wins.

And doing everything possible to assuage each others losses.

A grayscale photograph of a group of people, likely a family or a team, gathered around a wooden table in a modern, brightly lit room. They are engaged in collaborative work, with several laptops open and papers scattered on the table. One person is standing and pointing at a laptop screen, while others are seated, looking at the screen or their own devices. The atmosphere appears focused and productive.

**We commit to Practicing and
Playing like a team, which
means we bring game-level
intensity to all we do.**

And an awareness that to succeed, each team member and their role is important.

**And we're certain of the
transformational impact our
family of customers and their
story can have on the world.**

**And it's our responsibility to
support our customer family
in sharing it.**

We Are Kajabi

We Are Kajabi

