

## Brand *Manifesto*

Brilliance is evenly distributed. Opportunity is not.

From day one, we've been led by this truth.

We believe deep; systemic problems aren't as intractable as they seem.

Throughout history, it's been proven, again and again.

When humans decide that change is possible, that change is desirable, the impossible suddenly becomes possible.

The modern way of working is broken. We all feel it. Work consumes most of our lives.

At its best, it's a source of dignity and purpose, of meaning and self-worth.

But far too often around the world, work is a source of pain, eroding not just how we work but how we live and interact with each other.

Today, we're building a global platform where people from all over the world come together to inspire and co-create the future of work; a healthier, more sustainable, more productive way of working.

It's a space free of borders, free of assumptions, free of prejudices, free of preconceived notions about who can make a difference.

It's a space designed to delimit thinking, tap into the potential, and open up rich veins of opportunity for everyone.

So, no matter where they currently exist, no matter what barriers they currently face, brilliant people and companies who believe in a better way can find each other, improve together, and build amazing things for the world.

Our intention is simple. Our goal is clear:

confront the broken status quo, then leave it where it belongs, in the past, to make room for something better —

A world of work liberated by ingenuity, powered by knowledge, and elevated by belief; a place where everyone is committed to illuminating for one another what's possible and connecting brilliance with opportunity for all.