

The Way to BE-U

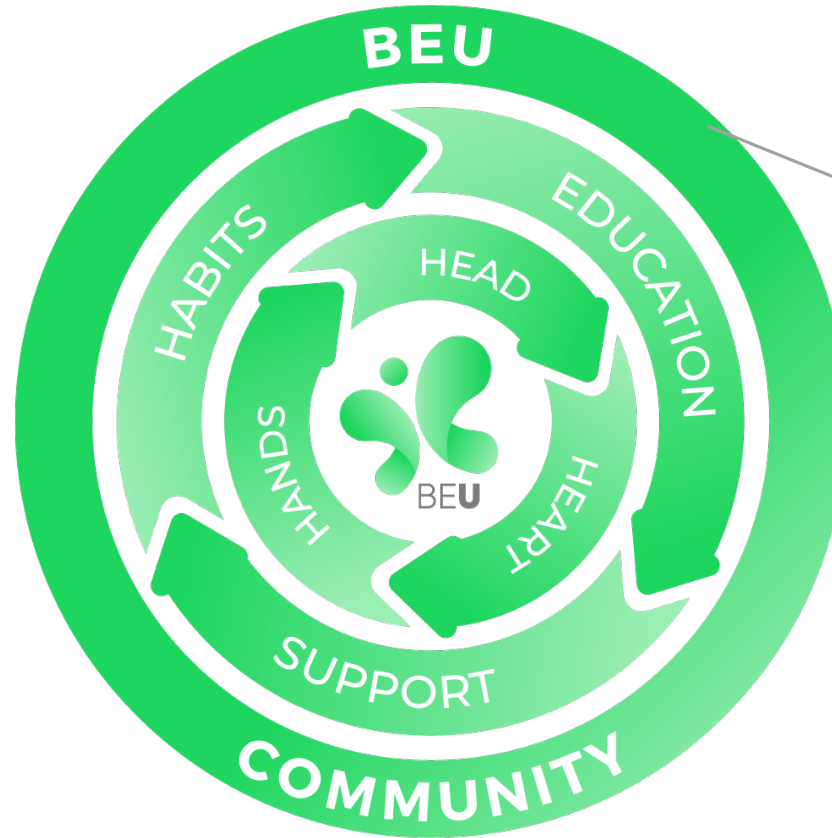
AN ALLY'S GUIDE TO BEU CULTURE



The BEU Model

We exist to transform lives.

You are an Ally in this mission!



YOU!!

A Different Way

For Business Structure



Area	OLD WAY	BEU WAY
Vision	Short-sighted	Long-Term
Profits	Focus	By-product
Operations	Self-Interest	Greater Good

BEU wasn't started as a business... it was an execution of purpose

We are committed to:

- Keeping our eye on the long-term mission even when it's hard
- Metrics as a way to measure our ability to fulfill our purpose, not as a measure of self-worth
- Leading and serving in love, putting the interests of the greater good above self
- Profits as a by-product of relationship building and operating in our purpose



A Different Way

For Business Operations



Area	OLD WAY	BEU WAY
Career	Job	Mission
Hours	9-5, Butt in Chair	When You're Energized
Location	Cubicle in Office	Where the High Vibes Are

Weird Business Operations



For the **LOVE**
of the **Game**

This is a MISSION not a JOB

- Work because you can't not
- Do it even if you didn't get paid
(of course we will pay you, but you know what we mean)
- We are a TEAM. Play your role in your strengths, jump in when needed
- It's not about YOU, it's about the IMPACT

Weird Business Operations

Business Hours...

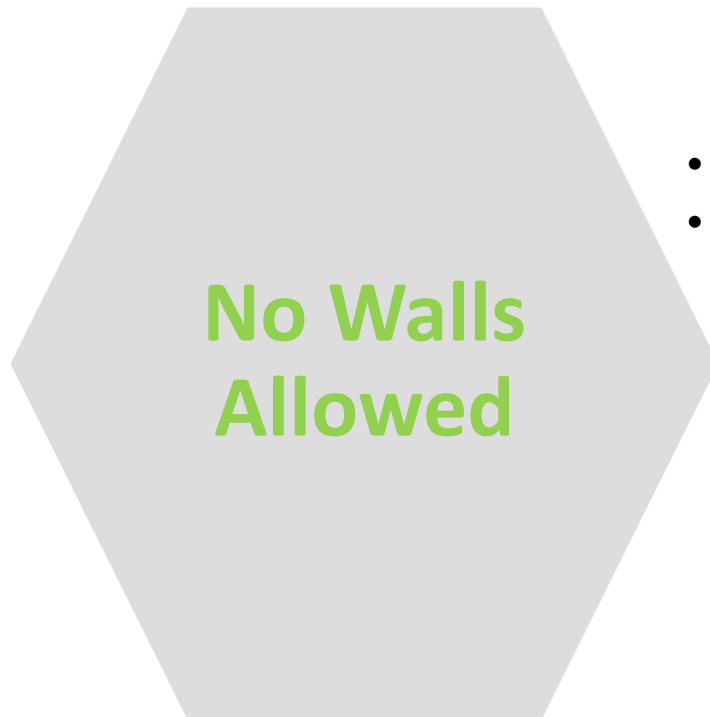
Work when you have the best energy

- We care more about outcomes than hours
- Results matter more than when and where they were produced
- We TRUST our allies
- Be Reliable for your team
- Be Dependable for your client
- WIN - meet your objectives
- You are the CEO of your own domain



Weird Business Operations

Business Location...



No Open Door Policy!

- Because we don't have doors
- Come on in – WE are open

No Corner Offices!

- Because we don't have offices
- Everyone is in the arena together

No Walls Allowed!

- Physically or Emotionally
- We collaborate and network where the people are
- Meet up spaces and coffee shops or your PJs in your living room.. Whatever helps you serve the mission

A Different Way

For Ally Development

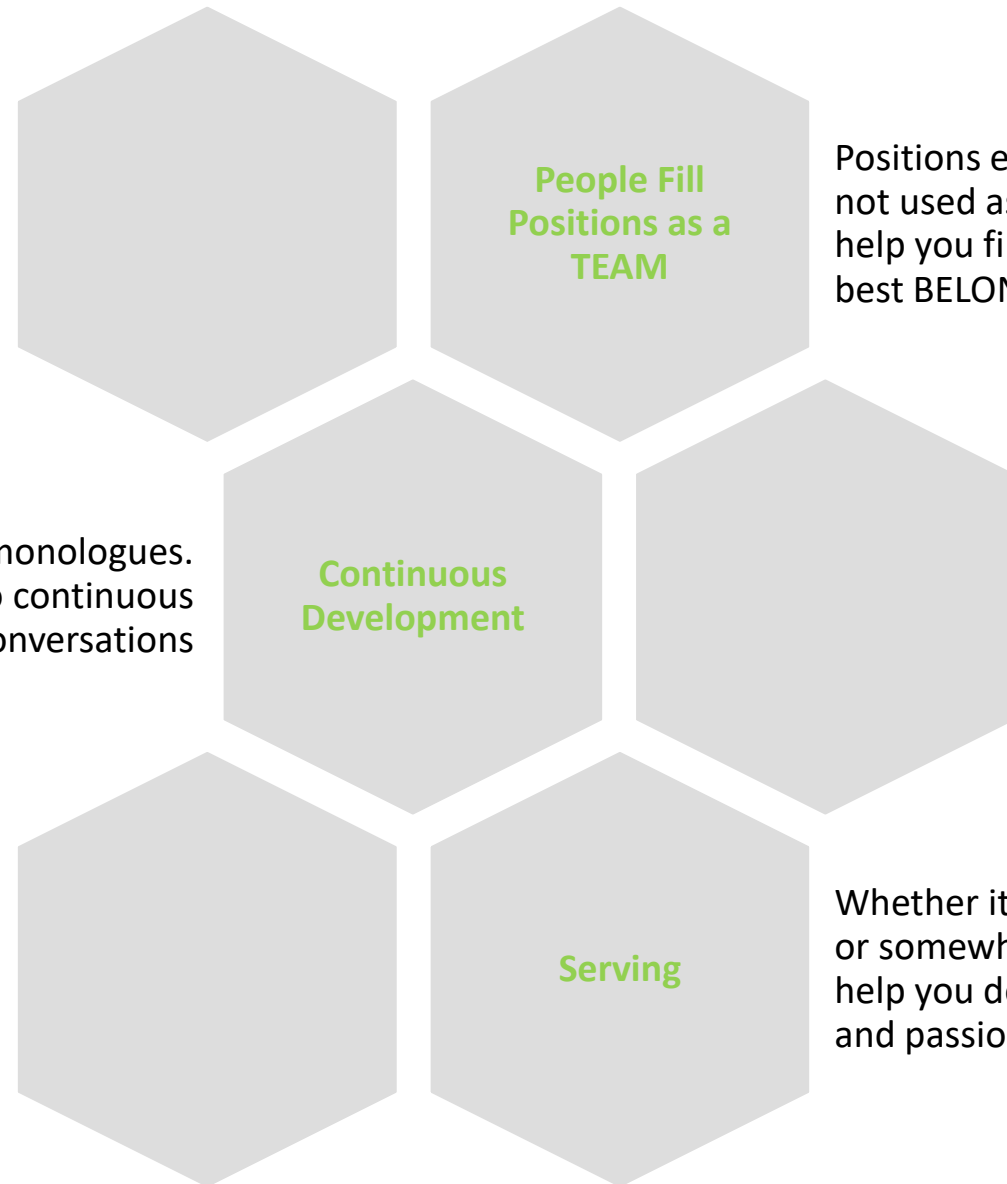


Area	OLD WAY	BEU WAY
Tenure	Entire Life	When it Serves You
Promotion	Years of Service	Fit the Role
Reviews	Annual	Continuous

Ally Development

We do relationships

Reviews are monologues.
We do continuous
courageous conversations



Positions execute purpose,
not used as rewards. We will
help you find where you
best BELONG (not just fit in).

Whether it's for use at BEU
or somewhere else, we will
help you develop your skills
and passions to SERVE

A Different Way

For People-ing



Area	OLD WAY	BEU WAY
Communications	Reactive	Responsive
Leadership	Dictatorship	Coaches
People	Go-Getter	Go-Giver

Communications

We are committed to:

- Courage over Comfort
- Charitable Assumptions
- Responding vs Reacting
- Vulnerability & Authenticity
- Judgement Free Zones!
- Checking Ego at the Door
- Feedback as a Gift
- Clarity as Kindness
- Understanding over Agreeing
- Being Aligned over Being Right

When To Use Your Voice



Our People



We are Allies

for each other

- In the arena *together*
- On a *mission*
- Work together in our own strengths

for our clients

- *Trusted* advisors
- Add value

Leadership Team

- Coaches
- Cheerleaders
- Champions
- Speed bump destroyers
- Provide Vision

So we can go further faster

**When the TEAM wins
We ALL win**

Team Player

- Be a Go-GIVER
- Give before Ask
- Add Value
- Be a Brand Ambassador
- Provide Execution
- Self Managing
- Be YOUIER

A Guide to Benefits

How we help you BE-U so you can stay focused and IMPACT lives!



**Go
PLAY**

**Take
Breaks**

**Have
FUN**

**Limited
Hours**

**Let us know
if you are
consistently
working
more than
30/wk**

**Responsible
Time Off**

**Unlimited
*(if you're
salaried)***

**We trust
you. That's
why you're
here**

Ally Benefits

For your Development

Take the financial freedom class
execute it for 3 months,
get a \$100 bonus

**FINANCIAL
FREEDOM**

MENTORSHIP

Take someone SMARTER than you out for coffee

- Expense it
- No questions asked
- Be responsible, duh.

**PROFESSIONAL
DEVELOPMENT**

Complete your Scorecard

Weekly 1:1s
Connect with a Coach
Unlimited BEU Courses - FREE

Ally Benefits

For your Growth

