



WE'RE A TEAM OF
ORDINARY, PASSIONATE PEOPLE

...WHO ARE COMMITTED TO DOING
EXTRAORDINARY THINGS.

THE 6 CORE VALUES OF TEAM DAN LOK

TEAM CULTURE IS THE BACKBONE OF TEAM DAN LOK

It is the invisible force that keeps the company together and will continue to be the ultimate secret weapon of our company.

On Team Dan Lok, we recognize this. That's why we are all about maintaining and growing this culture every single day in everything we do.

At the center of our culture are our 6 core values.
These 6 core values are the most important elements to gauge

whether or not you are successful in your role.

What did we do to get these core values? We nominated the top team members we have - the absolute superstars all team members - old and new - should model.

We then listed out the dozens of positive traits we liked among these superstars. From there, we distilled their traits down to 6 core values which are the following in order of importance:

U

Unity

N

Next Level
Performance

L

Loyalty

O

Ownership

C

Customer
Obsession

K

Kaizen

UNITY

Unity of purpose is a positive powerful effect of creating meaningful work for individuals with a mission and sense of direction for the organization as a whole.

Unity is the ability to bring together people from different backgrounds, disciplines, cultures, and generations.

Without the unity provided by this vision, the team becomes disjointed and scattered.

Unity provides clarity amount people with different talents and abilities. When we are unified through a vivid vision, we can see how each person's talent contributes to the everyday fulfillment of that vision.

Where there is unity, there is victory.



NEXT LEVEL PERFORMANCE

Today's best performance is tomorrow's baseline.

We act as if there's no limit to our abilities. We are a restless organization that is never satisfied and continually looks for new and better ways of doing things.

High-performance manifests in many ways.

We do high-quality work with speed. It means performing under high-pressure. While constantly expanding your comfort zone and capacity and adapting and solve new problems quickly. We have a whatever-it-takes attitude and are resourceful problem-solvers.

What it does not mean is that you need to get everything done yourself or create drama and/or chaos for others.

We get the right things done that move the vision and mission forward.



LOYALTY

As the company grows, each and every one of us has a responsibility to each other, the company and the millions of people we serve around the world.

What loyalty means is doing the right thing when no one is looking. We are dedicated, passionate, energetic, and committed to our mission and vision.

We protect the company, team members, and our fans/students at all times. It means being there to serve - in good times and bad.

We put group interest ahead of self interest.

OWNERSHIP

Extreme ownership is a term coined by a world-famous Navy Seal commander and leadership strategist. What the practice of extreme ownership looks like is owning everything in your world, to an extreme degree.

We take ownership for ALL areas of our life. We are responsible for not just those tasks which we directly control, but for all those that affect whether or not our mission is successful.

Example: If you are involved in a project in any way shape or form, if your objective is not met, you take ownership for it. As you meet

members of Team Dan Lok, you'll notice this. The A-players on the team never B.M.Ws. which stands for: "bitches, moans or whines". Instead of BMW-ing, the A-players on Team Dan Lok say:
"I am responsible for this. I will do whatever it takes to get it done."

They say this even if it is an unforeseen failure in technology that caused the delay, or they or another team member who they're leading caused the issue - it does not matter.

An A-player who takes extreme ownership takes responsibility for the overall outcome.

CUSTOMER OBSESSION

We start with the customer and work backwards. We work vigorously to earn and keep customer trust. Although we pay attention to competitors, we OBSESS over customers.

With customer obsession, we're not just listening to our customers. We're also inventing on their behalf. Our job is to come up with innovative products and solutions that address their needs, even if they don't explicitly ask us for these products.

By focusing on customer obsession, we also incorporate other obsessions as well; such as technology, products and business models. Obsessing about our customer is about leadership.

Customer obsession is not doing what customers want. Nor is it about pleasing them; that is customer service.

Customer obsession is about transforming our customers; it's about leading them to a better future.



KAIZEN

We are committed to continuous improvement of our skills, supporting and challenging one another to achieve progressively higher standards and greater profitability.

When you talk to any Team Dan Lok member, you'll notice this. You can walk up to any member of the team and talk to them. Chances are they are taking a course, reading a new book, or finding a new way to improve themselves and the way we do things within the team.

And everyone is doing this out of their own free will - without being told to do so. It is this obsession with growing ourselves and the company constantly.

This is key for keeping us on the cutting-edge and to accelerate the growth of the company. Plus, it makes our journey together a lot more fun.



THE 6 CORE VALUES ARE IN PLACE TO
HELP US ACHIEVE OUR MISSION.
WE ELEVATE FINANCIAL WELL-BEINGS GLOBALLY.

IF YOU WANT TO GO FAST, GO ALONE.
IF YOU WANT TO GO FAR, GO TOGETHER.

