



## VERTIKAL ALLIANCE INTERNATIONAL

### CORE VALUES

**Acting with Integrity** - Being honest with yourself and others, and living a life that is aligned with your moral principles, not just liberty.

**Embracing Diversity** - Actively cultivating an environment that reflects the diversity of our community, board, staff, volunteers, visitors, and vendors. Valuing and encouraging diverse ideas from many sources that result in a better-rounded magazine, but more importantly, in a shared experience of feeling valued and respected.

**Continually Learning** - Learning from every experience is our commitment to continue to provide you with the information, creating a culture of feedback that is supported with the time and resources to provide reflection and mindfulness necessary for growth and development.

**Culture of Creativity** - Turning new and imaginative ideas into reality. The ability to perceive the world in new ways, to find hidden patterns, to make connections and to generate solutions.

**Being Innovative** - Innovation is the practical expression of imagination that turns ideas into reality. Seeing opportunities for innovation in the lives of those individuals we present in our articles from around the world. So many will see solutions exist, who are willing to think "outside the box."

**Promoting Sustainability** – Creating a future where our children and grandchildren will be living in a world that values human creativity, diversity, and individual choice educating people to understand that planning and foresight coupled with hard work and flexibility can overcome almost any problem encountered.

**Valuing our Community** - Being involved with what's going on outside our own front door by giving back to our community as well as inviting them into our home. Through collaboration with other institutions, staying involved, and being aware of what's happening around us, and by engaging in dialogue with others.

**Setting the Trends** – Motivating individuals to become trendsetters. Our culture is developed from our core values. It inspires our behavior and impacts relationships, and business decisions. Our culture celebrates achievement and teamwork and promotes a Global way of life.