



SWEETRUSH®

VALUES
&
CULTURE



THIS BOOK
WAS CRAFTED
WITH
love

Most of the art contained in this book was contributed by SweetRushians far and wide.

As you take in their beautiful images and words, you will see an expression of our culture and values through their eyes.

We hope that you enjoy each page and find many opportunities to practice these ideas every day.

These pages reflect the hearts, minds, and spirits of the creative, loving people who come together every day as SweetRush.

Table of Contents

WELCOME

OUR BOTTOM LINES

SOME OF THE WAYS WE PRACTICE BEING ECONOMICALLY RESPONSIBLE

- Good Stewards
- Service-Minded
- Guidelines for Practicing Our Way of Service
- Value Versus Price
- Guidelines for Practicing Our Way of Partnership
- Diversification of Client, Industry, Resourcing & Services

SOME OF THE WAYS WE PRACTICE BEING SOCIALLY JUST

- Good Client Criteria
- Quality of Life
- Equal Opportunity
- Open Door, Open Mind

SOME OF THE WAYS WE PRACTICE BEING ECOLOGICALLY SUSTAINABLE

- Ecological Footprint
- Going Virtual

THE SWEETRUSH WAY OF BEING

THE GOLDEN RULE

GRATITUDE

EVERY LIVING THING HAS VALUE

GUIDELINES FOR PRACTICING OUR WAY OF BEING

THE SWEETRUSH WAY OF UNDERSTANDING

WHAT DO WE TAKE?

WHAT DO WE MAKE?

WHAT DO WE WASTE?

GUIDELINES FOR PRACTICING OUR WAY OF UNDERSTANDING

CULTURAL AMBASSADORS

SWEETRUSH MANIFESTO POEM

A LITTLE ISLAND OF A BETTER PLACE

INSPIRATIONAL VIDEOS

(from people we think get it 🙄)



Culture eats strategy for breakfast.

Peter Drucker

The unexamined life is not worth living.

Socrates

A community is like a ship; everyone ought to be prepared to take the helm.

Henrik Ibsen

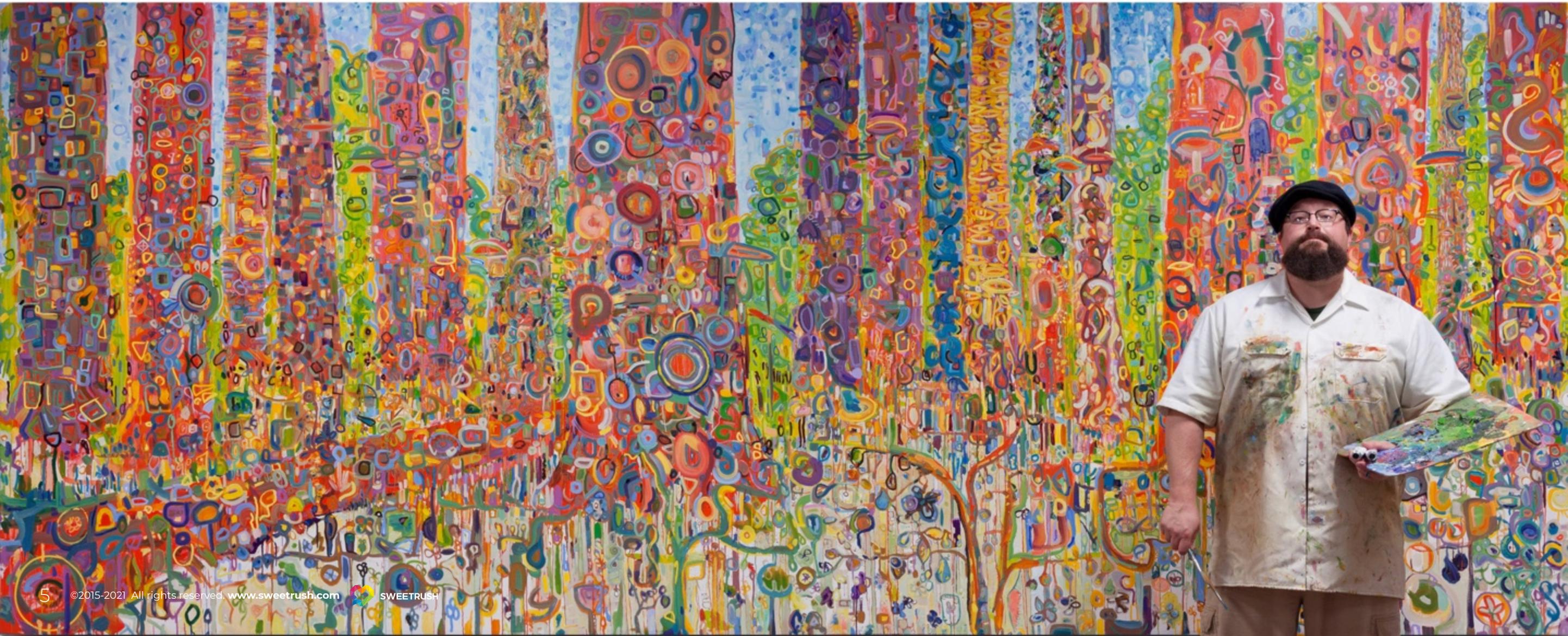
Gratitude is not only the greatest of virtues, but the parent of all the others.

Cicero

Welcome

Thanks so much for taking a few minutes to learn more about the SweetRush values and culture, which we believe are at the heart of what makes us special.

As we grow, maintaining and evolving our culture will increasingly rely on new ideas and new advocates. We are a geographically diverse group with no shared office, so we need to be even more intentional about how we practice our values and shape our culture. Everything matters in this effort—every person, project, interaction, email, and call is an opportunity to express our values and culture.



From day one, we have worked to instill our ideals of caring and commitment for our team, partners, clients, and the world around us, in how we work. We have always challenged ourselves to think of our business not merely as a “single bottom line”-driven company (i.e., financial), but rather to measure our performance by our impact on people and the planet, as well as profit. Each day SweetRush thrives is another day we get to show up and manifest our values and passion with each other and our clients. Each day SweetRush thrives is another chance to have a positive impact on the world.

Now more than ever, businesses need to make a positive impact on the world. In fact, this is part of our vision, as clearly stated on our website:

“We continue to build a team that is infused with our values of caring and commitment. With this team, we will contribute goodness to the world around us while growing a remarkable business.”

In this document you will find the collected cultural values of the company. We include information on a programmatic level, specific guidelines, and some philosophical musings. We even include a poem-style manifesto. It is a cabinet of curiosities of SweetRush’s culture and values.

As you read, look for yourself in these values and how you apply them in your daily life at SweetRush. Consider how your behaviors and attitudes are being directed toward our projects and clients, toward the company, and toward your colleagues.

While some of the values we outline might be uncommon to see in a corporate setting, we know they are not unusual for good people like you. In truth, sharing these with you makes it clear that we want you to bring your highest principles to work. We want your finer natures to manifest in this culture. We want SweetRush to be a place where good people can be creative, take on interesting challenges, and be treated with kindness and respect.

Good Things, Andrei Hedstrom, CEO



CHAPTER 1.

OUR BOTTOM LINES

Economically Responsible

At SweetRush, we seek to better ourselves as financial stewards both with the work we do for clients and with how we manage our own financial behavior and goals.

We balance the need for profitability with investments in a growing team and opportunities to have a positive impact on the world around us.

Socially Just

At SweetRush, we seek to create socially just interactions with our team and clients.

We celebrate autonomy, personal growth, and expression as keys to elevating the work we share.

Our love of diversity, confidence in the role of empathy in business, and appreciation of fair exchanges govern our actions as individual contributors and as a company.

Ecologically Sustainable

Life is what matters.

At SweetRush, we see working toward harmony with the lives and living systems around us as integral to our values and goals.





SOME OF THE WAYS
WE PRACTICE BEING
ECONOMICALLY

Responsible

Good Stewards

Financial stewardship is something that can be practiced at every level in the company, both internally and with our clients.

Here are some examples of how we practice our financial stewardship.



Keep profitability in mind.

Everyone should have profitability in mind as they make decisions related to projects. We all make these decisions when we decide how to approach and spend time on a task. While we regularly give extra to client projects, we prefer to do so intentionally and in a coordinated fashion.

Each hour saved, by being organized and intentional, and by implementing ideas that make our process more efficient, translates into more resources for investing in growing a vibrant business.

Understand the scope of your work.

Everyone working on projects is expected to understand the scope of their work and should ask themselves how they can bring more value to the project within that scope.

Manage risk and communicate.

While managing projects, we are always mindful of how change orders can impact client relationships and our clients' planning and finances. Managing risk and communicating scope creep in a timely fashion provide opportunities to stay in scope.

Pay and get paid as we go.

We endeavor to pay as we go and get paid as we go. Each project milestone is carefully considered in the context of our expenses.

Pay on time.

We endeavor to pay our bills in a timely fashion and remain flexible and empathetic to our team members and vendors.

Research and validate.

When we wish to try something new as a business, we develop the business case and research needed to validate it.

Gather sound data.

We use various systems to track our work efforts accurately so we can rely on sound data to continually improve SweetRush.

Stay open to do good.

We remain open to the chance to do good through discounts on projects for causes we believe in, pro bono work, or donations.

We encourage you to find your own ways and always feel comfortable representing this value in your day-to-day work.

We value when team members help each other to find new ways to practice this stewardship and constructively represent accountability to this value.



Since our inception, SweetRush leadership has chosen to reinvest profits in the health and well-being of the company, but this is only where our stewardship begins.

Service-Minded

We believe that providing a quality service or product with a professional and positive attitude is a foundational component to creating a healthy business with a promising future.

A good foundational rule for practicing good service can be found in a principle we all learned when we were very young: the Golden Rule.

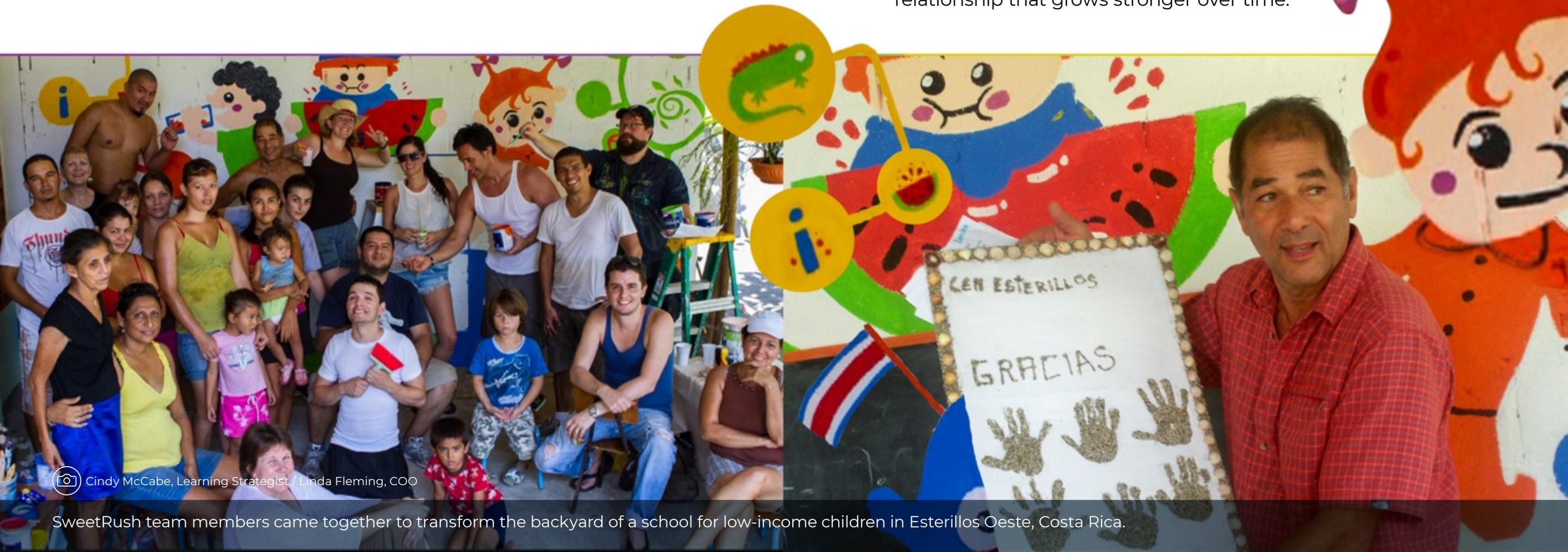
Treat others the way you would like to be treated.

Or, in old-school language: Do unto others as you would have them do unto you.

The best customer service will always come from the heart. SweetRush is a service-based company, and if we do not truly want to serve others, it's hard to fake it. Spend time

to reflect on your own meaning and purpose and how, for you, that connects to being service-minded in your role at SweetRush.

The best service is also holistic, meaning it takes all aspects of the relationship into account, and is viewed as a long-term relationship that grows stronger over time.



Cindy McCabe, Learning Strategist / Linda Fleming, COO

SweetRush team members came together to transform the backyard of a school for low-income children in Esterillos Oeste, Costa Rica.



Guidelines
**FOR PRACTICING
OUR WAY OF SERVICE**

At SweetRush

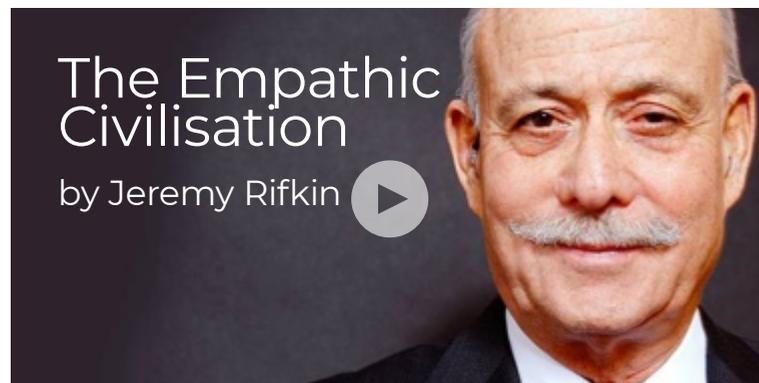
we retain clients because we treat them as we would like to be treated.

Without them, we would not be able to build such a great team and have fun practicing our craft. We prize team members who can practice gratitude and understanding in their day-to-day dealings with client ups and downs, both in front of those clients and behind the scenes with each other.

 I practice good listening skills.

I am a consultant, as everyone at SweetRush is a consultant. As a consultant, I am most effective and valued when I truly hear my clients' and team members' unique needs.

 I understand and practice empathy.



 I take complaints seriously.

Even if I feel the complaint is unreasonable, I will avoid being defensive, so I can listen and explore what is reasonable.

 I practice a positive regard for our clients.

I keep in mind that they trust us with projects that are important to their careers.

 I stay positive.

I use positive and productive language and approaches when addressing client challenges.

 I embrace being service-minded.

I practice authenticity by embracing what being service-minded means to me.

I reach out and collaborate with my teammates so our approach to service is aligned. I actively share what I have learned with others.

Value VS Price

We have always reinvested in the company by way of our people, processes, and tools.

Our people and our relationships with our clients remain our greatest assets. These relationships take shape not only in person-to-person bonds, but also in the loyalty created by delivering quality work that reflects positively on our clients and the communities they serve. This is at the center of what makes working with SweetRush a value decision instead of just a price decision when our client partners consider us.

We see ourselves as a *vendor-partner* that provides real value to our clients.

SWEETRUSH

70% ← **CREATIVITY**

INSPIRATION WE CARE

30% **FUN**

WORK PASSION

Peace & LOVE!

Guidelines
FOR PRACTICING
OUR WAY OF PARTNERSHIP

Guidelines for practicing our way of partnership



I get clear on the objectives.

I make sure I understand how my specific contribution can help accomplish the project objectives. If I'm not sure, I ask.



I strive to keep high quality.

I understand each project has different objectives and constraints (budgets, timelines, etc.), so the solutions we provide are varied. Yet I always strive to keep the quality of my work and our solutions as high as possible.



I take action to create value.

I do not shy away from consulting with my team or our clients, or having difficult conversations with them, in order to steer a project toward a greater value for the client.



I take to heart what I can do.

I do my best to take on our clients' challenges as my own. While I understand that there are instances in which I cannot own or change the challenges a client is encountering, I will take to heart what I can do, and what we can do as a team, and commit and care about these challenges and make them mine.



I own quality.

Everyone owns quality. Without quality, there is no value in our services.



I foster and strengthen relationships.

I see the ability to establish and maintain relationships with clients as part of our value. If I work directly with clients, I have the opportunity to deepen the connections between our organizations and I will be thoughtful about doing so. If I do not work directly with clients, I support those who do with research, ideas, and consulting they can use to strengthen those relationships.

My career in the business world spans over many, many years
I can remember coming home from the office in a flood of tears.
Too many politics, too many stabs in the back
So many things happened, I certainly lost track.

After working so hard and giving all I had,
I got the news that made me so sad.
“You are no longer needed, but thanks for all you’ve done.”
Didn’t want to hear any nonsense, just wanted to run.

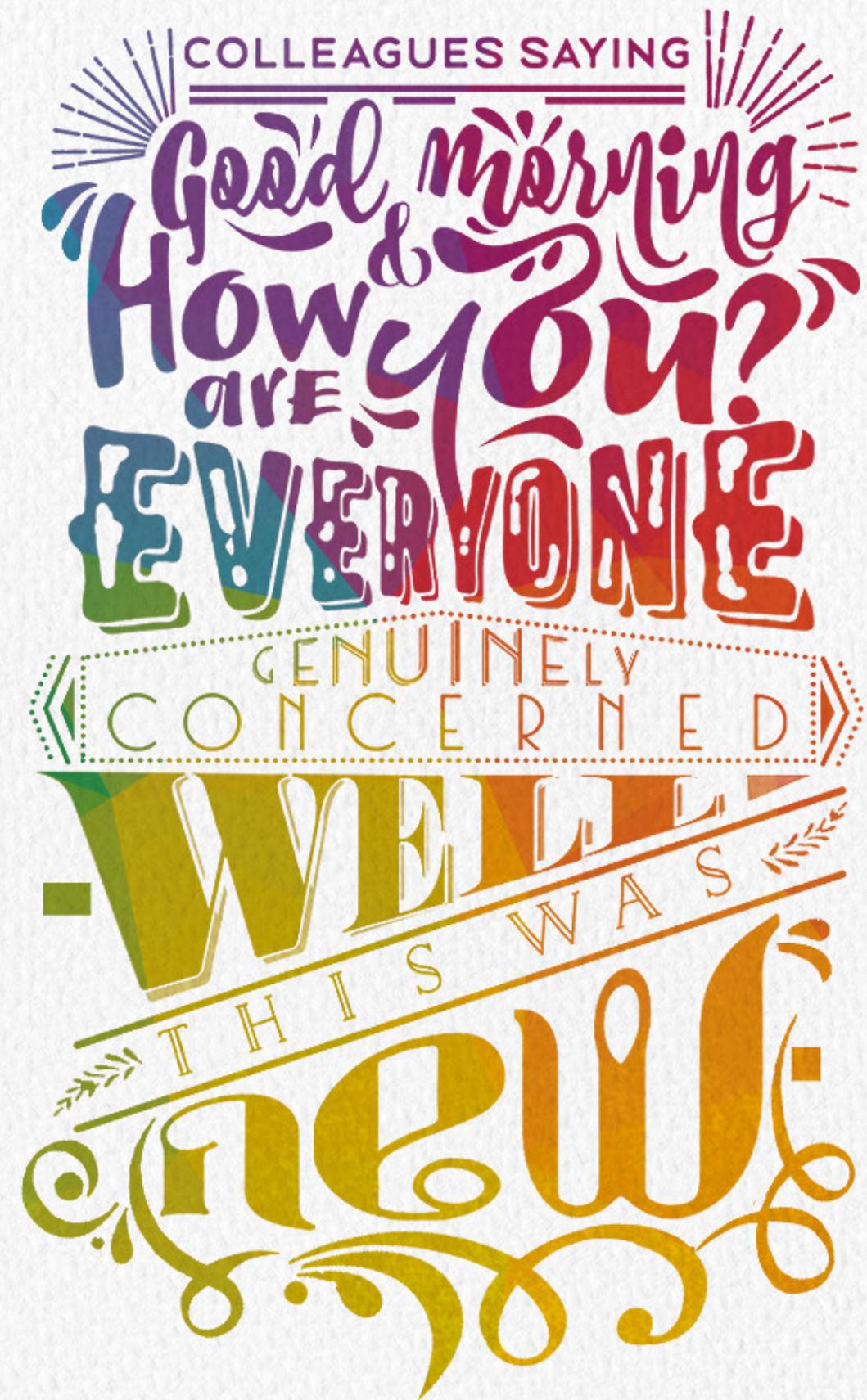
Time to look for a Company that really cares
SweetRush was the answer to all my prayers.
No office environment, an actual virtual team.
Working in my jammies was almost a dream.

Colleagues saying “Good morning and how are you?”
Everyone genuinely concerned – well this was new.
“Do you need help?” “Let’s see what I can do.”
People offering their time, was this too good to be true?

Perhaps because I am new they are just being kind
Folks of this caliber, you just cannot find.
But it’s been over 2 years and still no stress,
I never thought I would be so impressed.

Our Company is successful, it seems so sublime,
The people have never changed, they are sincere all the time.
I love what we do, I love who we are,
I think each and every one of us is definitely a

star.



Diversification of CLIENT, INDUSTRY, RESOURCING, AND SERVICES



SweetRush continues to curate a diverse set of clients, industries, and services.

We will continue to resource projects with the right blend of full-time employees (FTEs), individual contract team members, and trusted partner firms.

We are in a growth period on all of these fronts and welcome participation from our team as we strengthen ourselves and create additional resilience based on this diversity in our business.

Please always feel free to bring forward any ideas and contacts you believe would be a good fit for SweetRush.



SOME OF THE WAYS
WE PRACTICE BEING
SOCIALLY

Just

Good Client CRITERIA

We want our business to be a force of positive impact whenever and wherever possible. We seek to understand the supply chains of our service and product vendors and endeavor to support vendors with similar values.

We have established and continue to refine guidelines for evaluating new client relationships. We acknowledge that most industries and clients are far from perfect, and we actively

curate a client portfolio that represents organizations that have both achieved the highest standards in fair trade practices and made meaningful commitments to change in this direction.

At SweetRush, we believe in establishing fair labor practices in all our operations wherever we engage talent.

 Krisa Brillantes, Creative Director

 John-Carlos Lozano, Chief Creative Officer

QUALITY of Life

We recognize the entrepreneurial spirit that has shaped the company and will continue to shape our culture of commitment to our work.

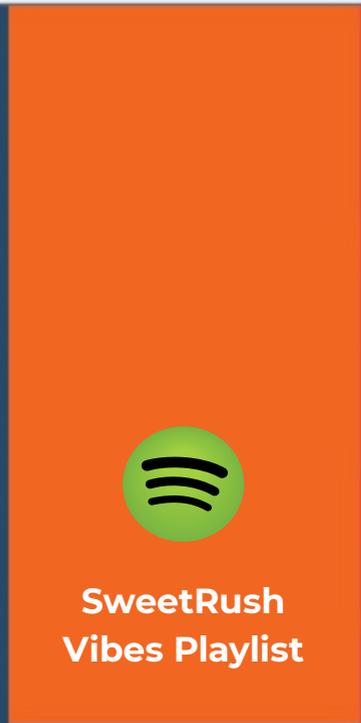
We also recognize a need to intentionally craft a work culture that emphasizes the inherent value of a balance of SweetRush and non-SweetRush activities and relationships.

Like most high-performing cultures, SweetRush is filled with people who love their craft and love the accomplishments of a job well done.



[Learn to cook Salmon and Quinoa with Eduardo and his family!](#)

EDUARDO SAYS: "As a family we have a tradition of at least once a week to cook together, no phones, no TV, just us, good music, good food and just spending time as a family."



We encourage all team members to support one another as we all work to achieve the right balance and keep our individual lives enriched with other activities.



QUALITY of Life

We have maintained a culture with an appreciation of this in the following ways:

Virtual environment

Our virtual workplace allows for a better integration of work with other life opportunities.

Trust

We don't micromanage time off. We trust our team members to get their work done and take the time they need.

Happy Holidays!

We always try to (and generally do) close the shop for an extended time over the end-of-year holidays.

Support

We work together when our colleagues encounter losses, illness, personal challenges, and opportunities, and we do our best to rally around them and offer the support we can.

Celebrate

We share good news and celebrate personal milestones and accomplishments with our colleagues.

Good Things Initiative

We maintain an open initiative called the Good Things Initiative that works to bring our values into focus at multiple levels.

Equal Opportunity

We value equality, inclusion, and diversity in the workplace.

We seek to provide equitable compensation and opportunity for everyone who works with us, and where possible, we screen clients and vendors to ensure these values are shared. We strive to embrace cutting-edge theory and practice around such areas as hidden bias and empathy.

By providing consulting services focused on diversity and inclusion and culture development, we are fortunate to have opportunities to help our client partners raise the bar in their own organizations. We see ourselves as belonging to one great human family; raising up the least of us elevates us all.

OPEN Door OPEN Mind

Our leadership seeks to share the dynamics and conditions of the company, such that when decisions are made or processes changed, a foundation for discussion and/or understanding can exist.

We constantly strive to gather info from various parts of the organization to keep everyone informed. And we recognize that there will be questions. Because of this, and because we love to connect with the team, leadership at all levels of the company keeps open doors and invites you to present your questions and concerns.

When bringing challenges forward, we ask whenever possible that you also bring ideas for reasonable solutions.

Everyone who invests his or her time and energy in SweetRush deserves to have a voice. As the German reformer Martin Luther once said, “You are not only responsible for what you say, but for what you do not say.” It is expected that if SweetRush team members have a concern or idea, they use their voices for the benefit of the SweetRush community.





SOME OF THE WAYS
WE PRACTICE BEING
ECOLOGICALLY
Sustainable



Ecological Footprint

SweetRush joins the growing number of companies that believe that a corporate value system must take into account fiscal considerations as well as social and environmental ones when guiding goals and decisions.

As corporate citizens, we are concerned with how we engage with living systems, how we use natural resources and dispose of waste, and how we support other organizations doing Good Things for our planet.

←  Clare Dygert, Manager, Instructional Design

CLARE SAYS: “Rochester, NY is an older city, and the birthplace of companies like Xerox, Kodak, and Bausch and Lomb. It is easy to think of it as an old-style manufacturing town like many of the cities in the upper mid-west of the United States. But even in the heart of downtown, Rochester doesn’t lose its connection with the earth. The High Falls on the Genesee River are just one example. That’s why its nickname is the ‘Flower City’ and one reason I love Rochester.”

→  Dennia Barboza, Legal Advisor

DENNIA SAYS: “Zarcero is a town known for its devotion to nature. I got inspired by our values regarding the care for nature and all living things. What I like about the pic is that even though the town is so close to the park, the people care about the whole nature that surrounds the park, and it shows that if people care, it can make a difference.”



Going Virtual

One major step we have taken to support this goal is becoming a virtual workplace—eliminating the need to be in (and commute to) a centralized workspace.

Instead, we use home offices, cafés, technology-based collaborative tools, and shared meeting spaces wherever possible.

This organization-wide practice dramatically reduces energy use for transportation and the maintenance of a shared office space.

We also seek to share what we have learned with other organizations in order to extend this practice to a larger number of people and companies.

 Nefty Loria, Creative Director

NEFTY SAYS: "A dream of mine was to see the Northern Lights, and being able to experience it was only possible because of our virtual environment. I feel incredibly lucky to be part of SweetRush."

CHAPTER 2.



The SweetRush Way of Being

We believe that a business,
like any other part of human society,
should draw on our highest ideals
as we create community
and interact with each other.



We recognize that this part of the corporate landscape needs innovation, and that authenticity and empathy are essential to make workplaces deserving of the people in them.

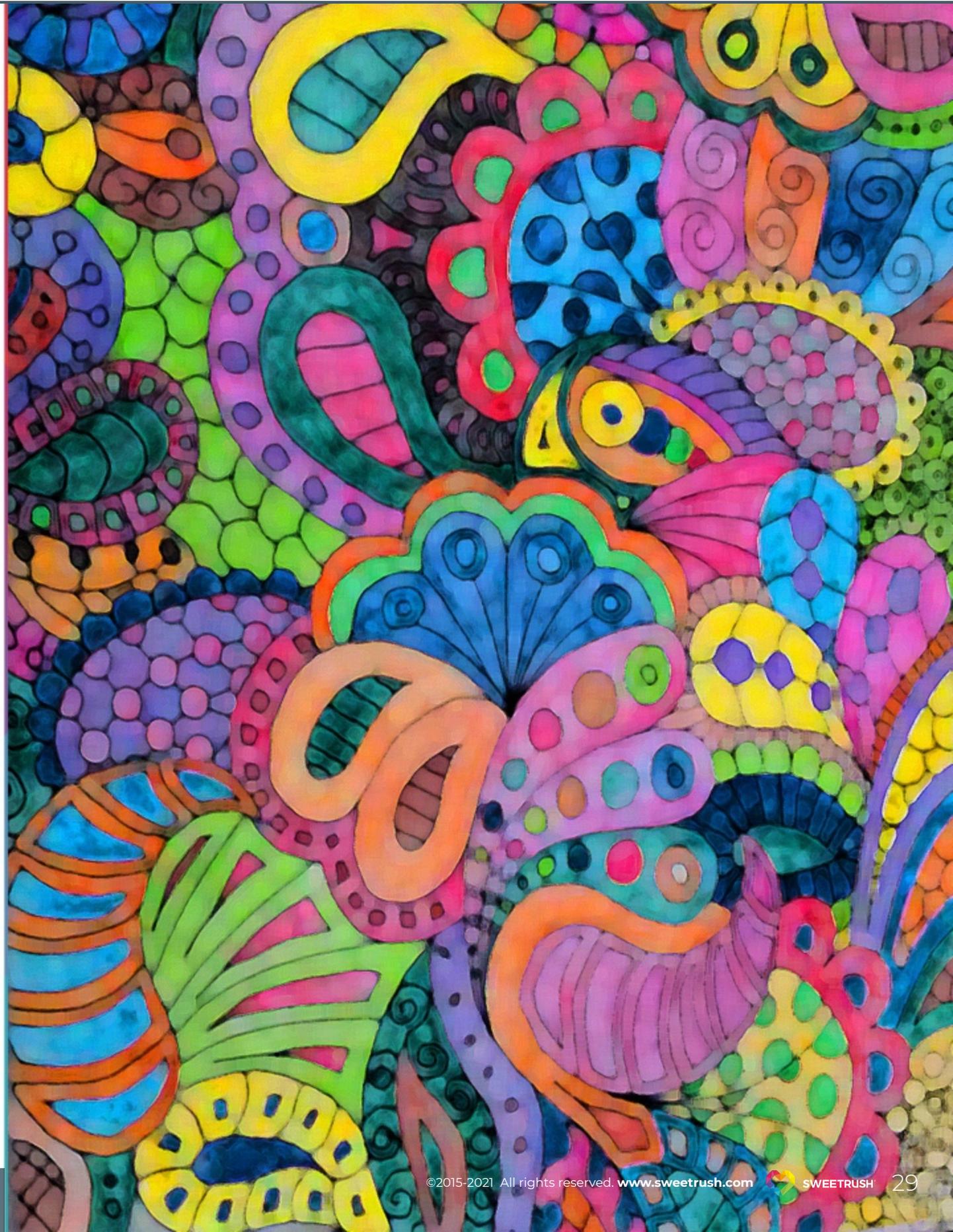
Here are some of the philosophical foundations to our approach and some guidelines for practicing them.

THE Golden Rule

Do unto others as
you would have them
do unto you.

We spoke to this above as it relates to being economically responsible; the importance of this concept cannot be overstated. The basic morality we were all taught as children still stands, and we feel it is very important to practice the Golden Rule in our business community.

Legitimizing the Golden Rule as a corporate value helps us focus our decisions about what work we will do, which corporations we will work with, how the work will get accomplished, and how we behave and communicate with our coworkers, customers, and partners.



Gratitude Station is a community forum for the SweetRush Team started by Build Manager Team Lead, Shelby Shankland.

SHELBY SAYS:

“For many years now, I have done my best to make gratitude lists a regular practice.

What I have learned is that the things on which you focus your attention, grow. So! If I would like to have more things that I can be grateful for in my life, then writing my gratitude lists helps me achieve that goal.

In all things, including in business, our focus and perspective are, to a large degree, what impact our happiness, productivity, and satisfaction. We at SweetRush are a community of people who understand this. Our focus remains on what is important (people, relationships, and doing good things) and our perspective is typically pretty sunny.

At the same time, we are only human, and there are hard days. That’s why I created the Gratitude Station. I want it to be a place to fill up with the good stuff of gratefulness, to help shift our perspective in a more positive direction on those days when it can be easy to lose sight of what’s most important, and perhaps even to head those hard days off at the pass.

If you are part of the SweetRush team and would like to be part of Gratitude Station, it only takes a few minutes to join!”

Gratitude

If our values were a garden, gratitude would be the water and sunlight.

Gratitude feeds, strengthens, and makes our values vibrant enough to bear fruit. Practicing gratitude is stopping, looking around, and reflecting on humility, joy, appreciation, and perspective.

“It is through gratitude for the present moment that the spiritual dimension of life opens up.”

Eckhardt Tolle

Drop “gratitude bombs.”

Practice gratitude when you notice others acting in ways that benefit you, your work, our clients, and our culture.

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.”

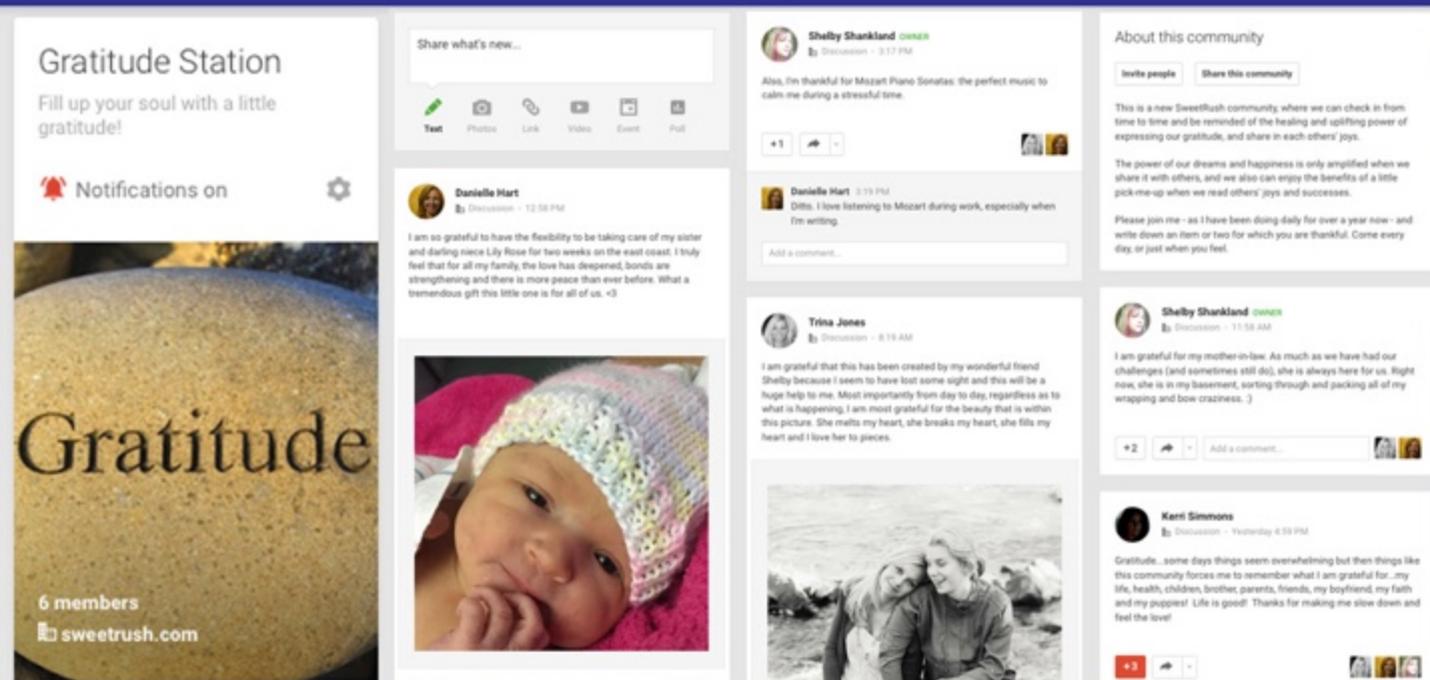
William Arthur Ward

Your mood is an act of gratitude.

Practice gratitude as you enter a meeting with clients or teammates. Your mood can be contagious and will impact the performance of others.

“Joy is the simplest form of gratitude.”

Karl Barth



At this time Gratitude Station is for SweetRush team members only.

EVERY LIVING THING HAS *Value*

You will find this concept in every world religion and most productive philosophies. You can see it portrayed in the world's great art and explored by the best scientific minds.

Whether it is a rare flower in a rainforest or a fellow human being, each has a place in the world order and an inherent value. We are learning more and more each day about just how connected everything truly is.

In fact, many thinkers are actually putting forward that there is no “them”—only “us.”

Increasing our understanding of this connectedness is a business imperative as well as a moral necessity.





Guidelines
**FOR PRACTICING
OUR WAY OF BEING**

Guidelines for practicing our way of being



I practice the Golden Rule.

I will treat my clients, coworkers, and partners as I would like to be treated.



I have impact.

I will seek to understand the impacts my words and actions have on the lives around me and the environment and culture we share.



I think, analyze, and speak up.

I will make business decisions with the above in mind, and when I am asked to do something in conflict with these values, I will bring it to my colleagues and leaders for consideration.



I communicate.

I use direct and constructive communication when facing challenges with my coworkers and clients. I communicate with others with the care and commitment I would like others to use with me.



I search for values everywhere.

Understanding that corporate influence is one of the most significant power structures on the planet, I will seek to strengthen corporations that practice these values, or are actively altering their cultures to enable their people to be true to these values when making their business decisions.



I share my gratitude.

I regularly consider and share the things for which I am grateful, including giving meaningful praise and constructive criticism to others.



I don't fear conflict, but face it with grace.

Conflict is part of life and part of working with others. It can be a catalyst for increasing trust and innovation, or it can be used as a form of aggression. I recognize that positive and solution-based communication will offer the best opportunity for conflict to be resolved and for us to grow and better ourselves through it.

Sweetgoodness

Ever since I was a little girl, I've always found comfort in the kitchen. Warming up our home, breathing in sweet smells, and filling bellies with yummy goodness. Baking is my art, and a medium in which I like to push myself to create things that please my many subjects. I'm best known for my pastries, particularly pies and cakes. It is a true and honest joy for me to bake something as a gift for those I love, or to comfort those who need it. My go-to wedding gift is to offer to create the cake itself, and I've never met a birthday cake request I couldn't take on with great gusto. It is safe to say that should we SweetRushians be centrally located in one office, the birthday cake consumption would be fully gourmet (and I may have to

work part-time because, priorities, and those priorities would be cake for my colleagues).

One of my favorite elements of "SweetRush-ness" is how inclusive we are as a company. We pretty much love you no matter who you are, where you're from, or how you like your dessert. I wanted to share a recipe that everyone can enjoy, with substitutions if you are gluten free, vegan, or living a low-sugar diet. This is a popular treat in our house because the low sugar value means everyone can enjoy it without risking toddler sugar rush/crash side effects. This recipe is approachable, fast, and easily put together.

From my kitchen to yours –enjoy!
Erin Krebs

BAKER'S NOTES:

- Any fruit you have on hand will do. Apples, berries, plums, and peaches do exceptionally well. You can also use frozen fruit, a bag of frozen mixed berries are perfect.
- Oat flour is easily made using old fashioned or quick oats and blending them in the blender or food processor. You can also buy oat flour in the stores.....but making your own is easy.
- Almond and oat flour are both naturally gluten-free.
- This recipe works great in a square baking pan, or in a pie pan. Simply double it for a larger pan.
- An easy trick to kick up your recipes is to grind your own cinnamon. Sounds complicated, but it's super easy. Simply add your cinnamon sticks into your coffee grinder and grind away. Smells incredible!



Erin Krebs, Solution Architect



Andrii Kubai, Developer



WHOLESOME FRUIT CRISP

Ingredients:

- 2 cups fruit or berries (weight varies based on type of fruit. Use enough to generously fill your pie pan)
- 1 cup (130 gm) flour (all-purpose, almond, or oat)
- 1 cup (95 gm) rolled oats
- 1 teaspoon ground cinnamon
- ½ teaspoon ground nutmeg
- ¾ cup (170 gm) butter (or non-dairy butter for vegans)

Directions:

1. Preheat oven to 350 degrees (175 degrees C).
2. In a large bowl, toss together the fruit. If you'd like to sweeten the fruit do so now.
3. In a separate large bowl, combine the flour, oats, cinnamon, and nutmeg. Cut in butter until crumbly. You can sweeten the crust here with brown or white

sugar if you like, but we typically do not. Press half the mixture into the bottom of the baking pan. Cover with fruit/berries. Sprinkle remaining crumble over the berries.

4. Bake in the preheated oven for 30 to 40 minutes, or until fruit is bubbly and topping is golden brown.
5. Enjoy warm out of the oven as is, or topped with homemade whipped cream, or vanilla ice cream. Also delicious for breakfast the following morning.

Homemade Whipped Cream:

1. Whip a cup of heavy whipping cream in a stand mixer with a splash of vanilla, cognac, or other extract or liquor of your choice. Sweeten with a dash of white sugar if desired.
2. Whip until soft peaks form. Keeps in refrigerator for several days.

Well, as you can see, the cake in the picture is not Erin's lovely fruit crisp. We didn't have a picture of it. So we are sharing this beautiful cake our developer Andrii got for his birthday. So sweet!

CHAPTER 3.



The SweetRush Way of Understanding

Consider the efficient and beneficial exchanges in our world, whether they are between businesses or between living things in the rest of the natural world.

What makes them efficient and beneficial?



We strive to consider all aspects of our own exchanges in order to measure our performance and perennial success.

The distinctions below are drawn from *Cradle to Cradle: Remaking the Way We Make Things* by McDonough & Braungart, and are questions we can ask when evaluating how we as a corporation can “do well while doing good.”



WHAT DO WE take?

What do we need in order to produce our products?

Where does our power come from?

What equipment do we use?

How do we use the time and energy of the people who are part of our culture?

These are all questions we must consider in order to live as responsible corporate citizens building a sustainable business.

At SweetRush, we continually seek to consider and refine what it takes—whether considering how and what we store virtually or the impact of long work hours on our home lives.

WHAT DO WE *make?*

If we are to continue to grow as a community, then we must measure our success in terms of how productive we are with all we take.

Our creativity and efficiency in the way we build products for our clients, and the integrity and service that we insist upon while building them, are direct considerations when making the day-to-day decisions that steer our business.

 Chantal Dumas, QA Consultant





WHAT DO WE *waste?*

Each organism or system on the planet makes waste, and businesses are no different.

What *is* different is that often corporations produce waste that cannot be used by any other living organism or system.

This is unnatural and is causing some of the worst situations facing our children, our grandchildren, and other living creatures on the planet. This is not strictly a matter of environmental concern—it is socially and economically concerning. It is a matter of being responsible and ethical when handling the natural resources of the planet.

Considering the waste our company produces gives us the opportunity to be more intentional in the way we take and make. This is a point of consideration that has already begun to make some of the world's largest corporations not only less destructive with their waste, but actually more profitable by producing waste that other corporations need.

 Irene Jiménez, Marketing Art Director

IRENE SAYS: "In this game, kids learn how to dispose of their waste in a conscious way. Joyful kids + engaging activities + valuable knowledge = future adults committed to the environment who adopt good practices in their homes = a better world."



Guidelines
**FOR PRACTICING
OUR WAY OF UNDERSTANDING**

Guidelines for practicing our way of understanding



I am a catalyst for change.

I will pay close attention to what I take (energy, paper, others' time, equipment, etc.) to do my work, and when I see a more efficient or effective way of doing things, I will share this with my colleagues and be a catalyst for change.



I create sustainable, high-quality products.

I will use what I take to the best of my ability and make products and services that are high quality, highly valued, repurposable, and sustainable. I recognize that the nature of my work has a direct impact on what I take and what I waste.



I find ways to use my waste.

I see my waste as something that cannot be thrown away; there is no "away." Whether recycling paper, repurposing digital assets that were not chosen by one client or another, or taking advantage of a lost client opportunity to foster a connection for future projects, I see the "waste" of today connected to what is available to me in the future.



I understand my role as part of a dynamic system.

I look at my work as being part of a dynamic system. Understanding my role and responsibilities within the system of relationships, effort, time, money, and energy is important in creating harmony and resilience within our company.

CHAPTER 4.

CULTURAL *Ambassadors*

Thank you so much for taking the time to dive into our written ideas of culture and values.

We recognize that these words and ideas are just that, and that it is in the day-to-day living of our values that we create our culture and make a real positive impact on the world around us.





We invite you to become an ambassador for the SweetRush culture and to bring your own unique spin to it.



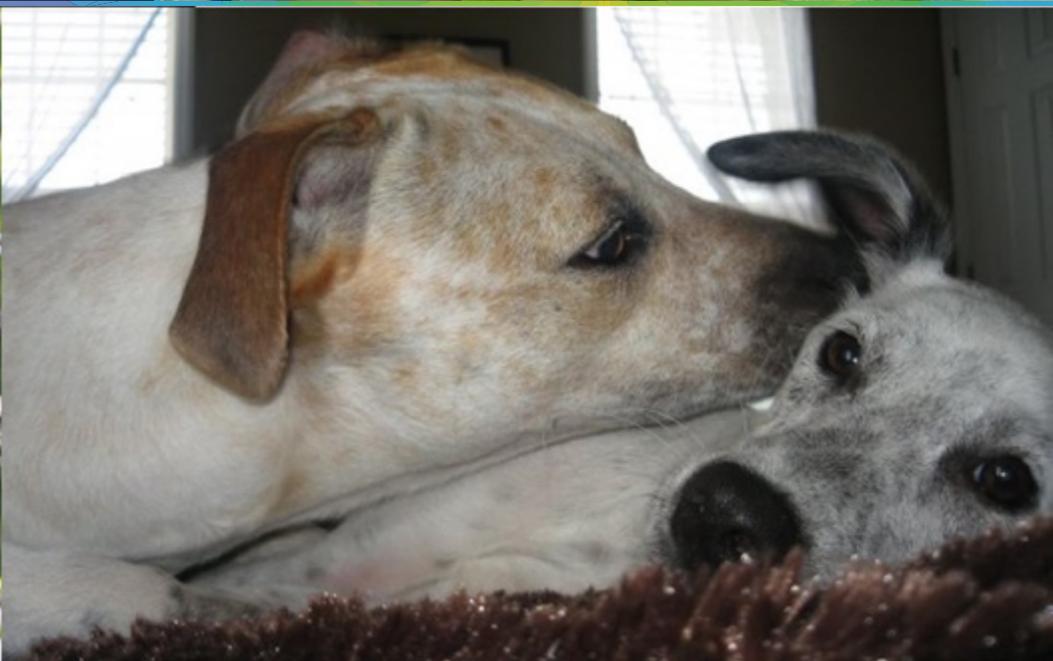
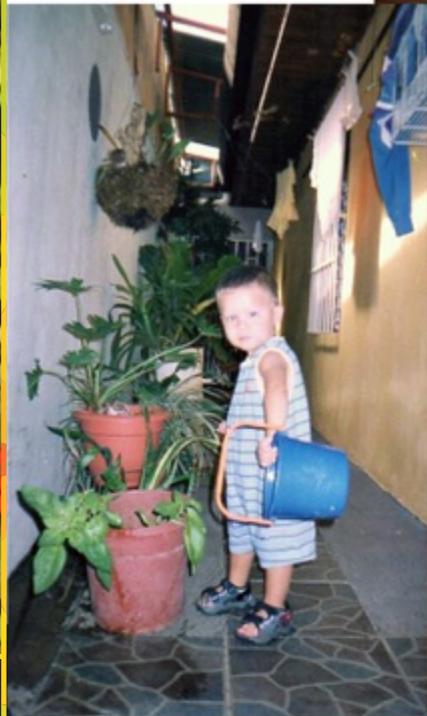
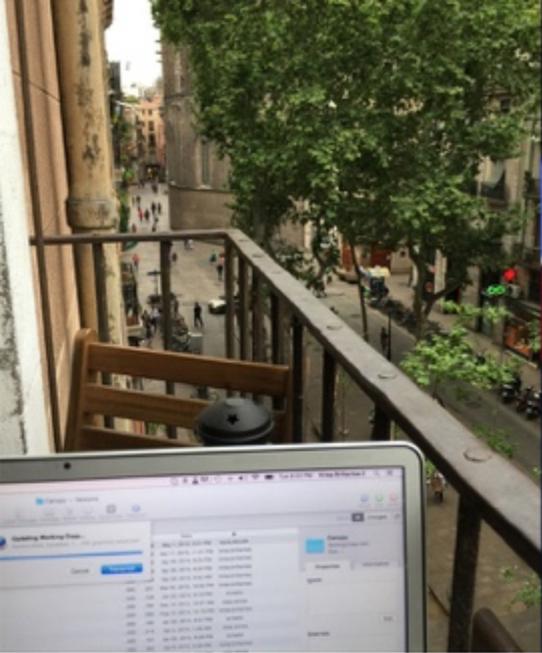
We have had so much fun with this aspect of building SweetRush and welcome your thoughts and ideas on the ongoing effort to make SweetRush one of the best work cultures on the block.

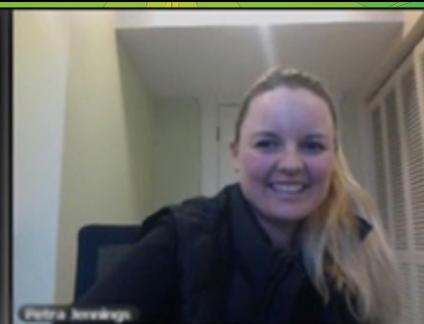
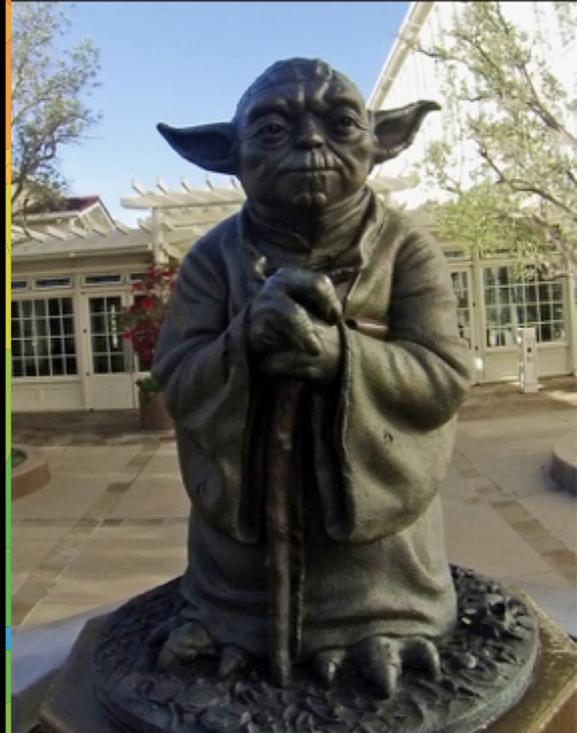
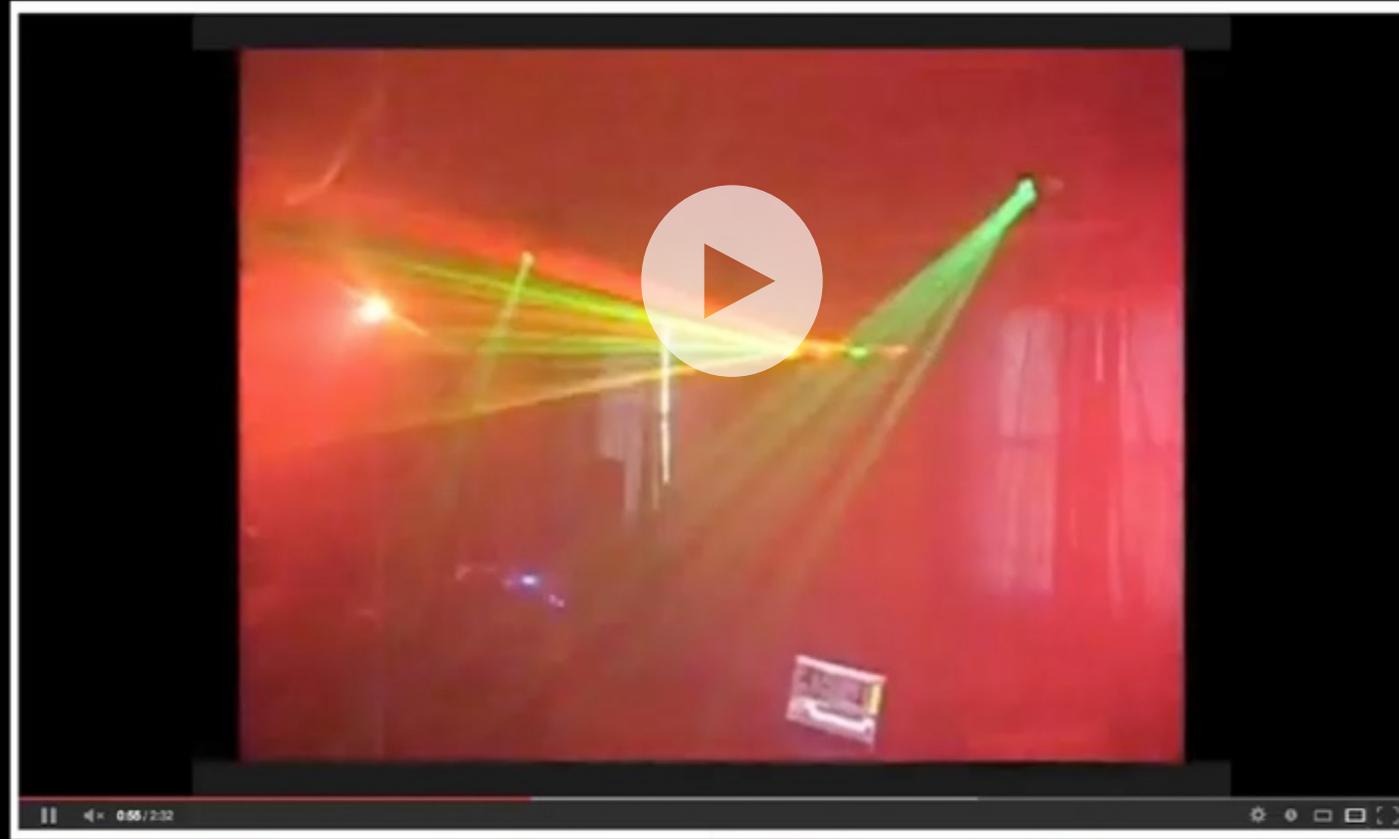




Bring our shared values to as many moments of the day as you can!
Make a positive impact!







SWEETRUSH

Manifesto

POEM

Life is what matters.
Love has a place at work.

Practice the Golden Rule.
Externalize your gratitude.
Change and challenge are gifts.

Make it count!
Do it right!
Make them notice!

Caring keeps it real.
Commitment keeps it going.
Craft makes it interesting.
Collaboration makes it unifying.

Pursue goodness, truth, and beauty.

Everything is connected.

SweetRush matters if we
do good things with it.





 Marni Taradash, Director of Client Services

It's quite a challenge to distill a philosophy into a few sublime values. For me, the manifesto inspired my interest in sharing this picture.

MARNI SAYS:

“This bench promotes a dear, personal value distilled from generations of my family history and personal experience. I found the bench at a garage sale, naked, over 30 years-old, a sullen brown, weather-

beaten. I like to paint chairs, and this was my first bench. It (and the rug) live just inside the front door of our house, so we're reminded of this value as you're coming and going. I hope the Manifesto Poem and this book inspires our virtual culture to feel even more connected to our shared way of being.”

A LITTLE ISLAND of a Better Place

by Arturo Schwartzberg, Cofounder And Chairman

It's confusing to know how to live and find balance, morally, functionally. I've struggled with this, often feeling guilt for the benefits I enjoy. White, educated dude, middle-class upbringing, living in an era of relative peace on our USA shores, food to eat. I've had my hard moments: Mom died when I was four, relationships and dreams did not work out, been a single Dad to infants, teeth smashed by a police baton, faced dark financial prospects, and had medical scares. And yet, all this seems to pale in the face of the horrifying hardships, poverty, hunger, abuse, and terror I witness in the world around me. Though it's only a shadow of what they feel, I do truly feel pain for my fellow humans, and it is constant fuel for my own feeling of gratitude.

So what can I do;
how do I live a
worthy life?

Over time, I've resolved to affect those I come in contact with, every day, in a good way. I can, with my own style of human caring, put that energy out there, believing it will make a difference.

And I can start a company with a like-minded soul, my friend, Andrei. A business where human-centric values abound. A place that really is built on caring, as out of place that often seems to be in a business setting. In 15 or so years, though Andrei and I have different perspectives on many things, we've always been lock step in how we treat, and care about, our fellow humans.

It's amazing how genuine caring for others and manifesting respect for all also makes such good business sense. Why would an employee or a client want to leave a company that embraces these values?

There are two things I strive for: to be grateful every day to be alive and feel how fleeting and special life is, and then, to really think about and care about others whose lives I touch. It's not about me, but about us... and only with that attitude will humankind move forward toward world peace. Our world can be a better place.

Thankfully SweetRush is a little island of a better place, and more and more so our little island has a bigger and bigger impact. This is, for me, what the SweetRush culture is all about.

I am the old dude of SweetRush, everyone's senior, graduated from University of California at Berkeley in 1971. And though my hair is not the curly long locks it once was, my hippie values are pretty much intact. One world, peace, love.

Or as they say here in Costa Rica, where I sit as I write this,

Pura Vida!
Arturo Schwartzberg

 Danielle Hart, Marketing Team Lead



Andrei and Arturo peeling a mountain of satsumas to make jam for client gifts, December 2005.

Inspirational Videos

(from people we think get it 😊)

TALKS, MASHUPS, CLIPS, AND ADS!



The Empathic Civilization

Bestselling author, political adviser, and social and ethical prophet Jeremy Rifkin investigates the evolution of empathy and the profound ways that it has shaped our development and our society. Taken from a lecture given by Jeremy Rifkin as part of the RSA's free public events program.



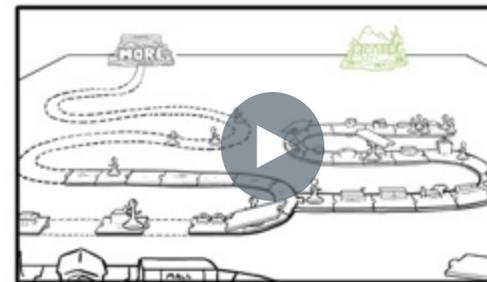
How to Escape Education's Death Valley

Sir Ken Robinson outlines three principles crucial for the human mind to flourish—and how current education culture works against them. In a funny, stirring talk he tells us how to get out of the educational “death valley” we now face, and how to nurture our youngest generations with a climate of possibility.



The Story of Change

Can shopping save the world?
The Story of Change urges viewers to put down their credit cards and start exercising their citizen muscles to build a more sustainable, just, and fulfilling world.



Story of Solutions

The Story of Solutions explores how we can move our economy in a more sustainable and just direction, starting with orienting ourselves toward a new goal.



Cradle to Cradle

Green-minded architect and designer William McDonough asks what our buildings and products would look like if designers took into account “all children, all species, for all time.”



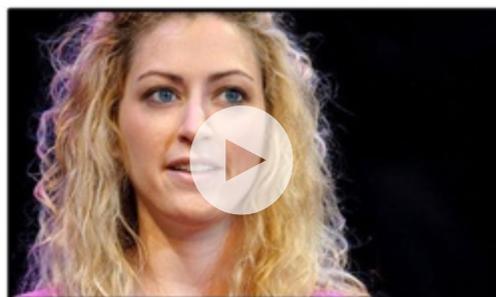
Surprising Science of Happiness

Dan Gilbert, author of “Stumbling on Happiness,” challenges the idea that we’ll be miserable if we don’t get what we want. Our “psychological immune system” lets us feel truly happy even when things don’t go as planned.

Inspirational Videos

(from people we think get it 😊)

TALKS, MASHUPS, CLIPS, AND ADS!



Gaming Can Make a Better World

Games like World of Warcraft give players the means to save worlds, and incentive to learn the habits of heroes. What if we could harness this gamer power to solve real-world problems? Jane McGonigal says we can, and explains how.



Unsung Hero

Everything we do matters.



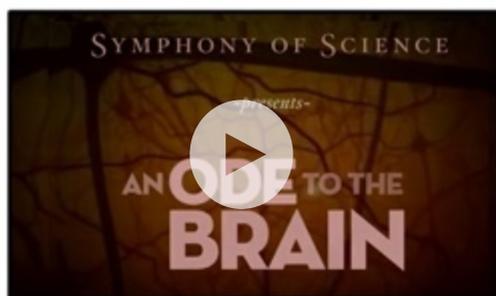
Transforming Pain into Beauty

Dr. Who clip



We are all connected

Symphony of Science



Ode to the Brain!

Symphony of Science



Beats that Defy Boxes

Not taking it all too seriously -fun, music, intellectualism..

“We do not act rightly
because we have virtue or excellence,
but rather we have those
because we have acted rightly.”

Aristotle



made with *love* by  SWEETRUSH®