

free-folk are:

- Interested. And therefore, interesting.
- Kind. And good.
- Full of heart, humility and good humour.
- The best teammates and co-pilots.
- Lifters, not shifters. Don't play games of blame.
- About positive growth, in all its forms.
- Trusted confidants.
- Idea worshippers. Promoting brilliant execution.
- Instinctively and intentionally inclusive.
- Open and inviting. Role never supplants respect.
- Filled with give-a-shit. Can't fake otherwise.
- High-aimers. Without aim, we're aimless.
- Confident in themselves. Give confidence to others.
- Interested in creating simple from complex.
- Did we say kind? Oh yes, and probably at least occasionally funny. Or, at least have a nice laugh. Laughs are nice.

**being a free-folk is a responsibility, yes - but
it's really bloody easy - just be a good-egg**

*** More often than not, we find that free-folk have really lived. Have collected experiences. And don't intend to ever stop collecting them. Because when you feel more free, there's no limit to what you feel you can do. Feeling free is really nice. So wherever possible, hold on to that feeling.

free.

STUDIO