

## Fit for Freelance Culture Declaration



### Ownership

*I am accountable to my choices in every circumstance, and empower others to be the same.*

- Adhere to the highest ethical and professional standards
- Model the choices and mindset of a healthy lifestyle
- Measure and monitor business and personal performances, and client satisfaction

### Compassion

*I embrace the humanity, opportunities, and challenges of behavior change.*

- Listen and communicate with a positive, team-first mentality
- Always show gratitude for the client's trust in my service

### Adaptive

*I optimize my work for the needs of clients, business, and circumstances.*

- Communicate openly, integrating new information in a timely fashion
- Continuously execute improvement cycles

### Science-based

*I use scientific consensus and method to drive my business and programming decisions.*

- Be an ongoing steward of evidence-based research
- Discuss advantages and limitations of complementary and alternative practices

### Engaging

*I make better health and quality of life accessible for each customer.*

- Relate through common questions, current events, and relevant examples
- Use appropriate language style and realistic objectives