

# Connecting That Counts

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**Corporate  
Cultures  
that  
Rock!**

**Corporate Cultures That ROCK**

A Project of Technology Futures, Inc.

(512) 258-8898 • [www.TFI.com](http://www.TFI.com)

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**Since 1998 outperformed the  
S&P 500 Index by a ratio of 2 to 1!**

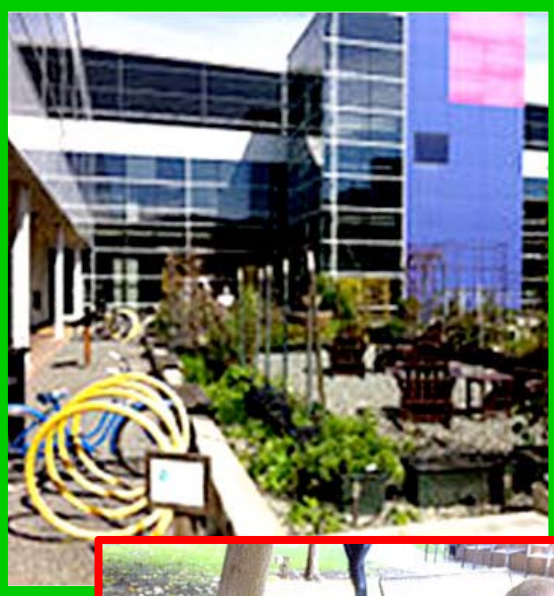
# What We Want!

- ◆ **To be cared about as individuals**
- ◆ **To have their opinions and ideas valued**
- ◆ **A purpose connecting to something larger than ourselves**

# Cared about as individuals



## Laughter, Caring, Fun!





# 2016 TFI Holiday Card - Work/Life Balance





# 2015 TFI Holiday Card — Driverless Cars

*An interesting new technology  
Are cars that drive themselves.  
This caught the eyes of Santa Claus  
And his ever egger elves.*

*This year to improve efficiency  
Technology will guide the sleigh  
With a little help from Rudolph  
Who certainly “nose” the way.*

*While the other deer play reindeer games  
Santa will double check his list  
To assure good girls and boys get toys  
And no one shall be missed.*



*Seasons Greetings  
from your friends at*

**TECHNOLOGY  
FUTURES INC.**

For the past 37 years we have designed our own holiday cards reflecting a current event or trend. Self driving cars is the focus this year!

Verse by John H. Vanston. Design & image Compilation by Helen Mary V. Marek.

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# Have Our Opinions and Ideas Valued

**INTERESTING WORK**

**Responsibility**

**Trust**

**Public Recognition**

**Develop potential**

**CHALLENGE**

**Praise**

**Autonomy**

**Feedback**

**Opportunities for Sharing**

# Connected to Something Larger



4 Purposes from *Conscious Capitalism: Liberating the Heroic Spirit of Business*  
by John Mackey, Raj Sisodia



*The Good*

*Service to others*

**SOUTHWEST  
AIRLINES**

**“To democratize the skies”**

# *The True*

*Discovery and advancing human knowledge*



**“Empowering the innovators  
of the world to do more.”**

# *The Beautiful*

*Excellence and creation of beauty*



**“To enable people to experience  
the joy of driving”**

# *The Heroic*

*Change and improve the world  
standing by your beliefs*



**American  
Red Cross**

**“Enabling Americans to perform  
extraordinary acts in the face of  
emergencies”**



*The Good*

*Service to others*

*The True*

*Discovery and advancing human knowledge*

*The Beautiful*

*Excellence and creation of beauty*

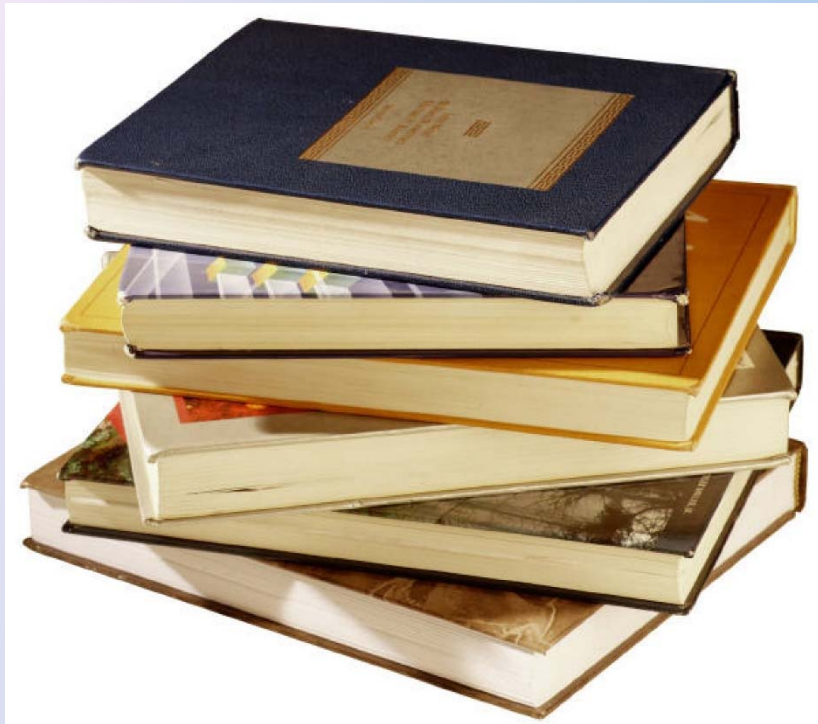
*The Heroic*

*Change and improve the world  
standing by your beliefs*

***“Each moment describes who you are, and gives you the opportunity to decide if that’s who you want to be.”***

**-iPEC Foundation Principle:**

# Aligning with our purpose



The Power Of  
The Mastermind









Thoughts Matter

Gratitude Rules

Expect Miracles

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