



swart & associates®  
HUMAN RESOURCE MANAGEMENT

# The 10 Foundations of Our Community

By now you have hopefully signed up for our newsletter, received the welcome email and may be wondering, “What is this community all about and why should I pay attention to it?”

Well, the goal of our newsletter is to unite the type of people who believe in what we believe and amplify the success of our community in which we all share the same values and beliefs.

How do you believe what we believe? Just read the 10 Foundations of Our Community below. If you like these ideas, then you’re going to love it here.

## **1. We believe that it doesn’t matter where you start, only that you get started.**

We don’t care where you are coming from, only where you are going. Members of our community share one thing in common: a desire to become better, an eagerness to grab life by the horns, and to raise the bar in their health, their happiness and their work. We believe it is possible for anyone to become better, no matter where you start.

## **2. We believe that you can set a higher standard for your life, even though the world around you settles for average.**

You don't need the approval of anyone to live a remarkable life or make the world a better place. You don't need to be special, selected or a "high achiever". You simply need to be willing. If you want something better, more exciting, and more meaningful in life then you can have it.

Members of our community set a higher standard for their health, their happiness and their work. We know we're not perfect, but we work hard to get better.

## **3. We believe that health and happiness is the foundation of doing great work and living a remarkable life.**

We believe that we can make the world a better place, and realise that healthy and happy people have a better chance to do that than anyone else. We value ourselves and go to work on our bodies, knowing that our health and wellbeing is ultimately a lifestyle choice. We believe that strength is our best defense against illness, injury and ultimately death.

We celebrate and enjoy life as we live it, rather than feeling guilty about not being perfect. We don't put off happiness until we've lost 10kg, built a million Rand business, or reached some other future goal. Instead, we embrace the moment, work hard to improve ourselves and we laugh and have a good time while we're doing it.

We believe you can love your life and have ambition to make it better at the same time.

#### **4. We believe that successful people start before they feel ready and fight when the going gets tough.**

We realise that most people dream, but never do. We believe that having the courage to start is more important than succeeding because the people who consistently get started are the ones who end up finishing. We set our aim on accomplishing things that might have initially seemed out of our reach. We understand that failure is merely a speed bump in the road and important for learning and ultimately growth. We make the previously impossible our new normal.

We believe that if you wait for perfect conditions to get started, then you'll never get anything done. We understand that everyone deals with uncertainty, vulnerability and fear. We believe that an incredible thing happens when driven underdogs unite and support another...they become world changers.

#### **5. We believe in living in the arena instead of judging from the crowd.**

We believe it is important to actively contribute and participate in the world around us. We get into the rough and play the game instead of watching it from the stands. We do our best to contribute more happiness and value to the world, instead of playing the role of a victim and complaining about the choices made by someone else.

We are the type of people who are open-minded and willing to experiment with new ideas. We think differently. We take action.

## **6. We believe that by becoming better as an individual, you uplift the world around you as a whole.**

We believe that when you become happier, the world around you becomes happier. When your health improves, you have more opportunities to make a difference. When you improve at your work, you create more value for the world.

We believe that when you expect more of yourself, only then do you fulfil your true potential. And when you fulfil your true potential, you make a difference in the world.

## **7. We believe that there is room for everyone at the top.**

We don't have a winner-loser mentality, we believe in abundance. We believe that everyone is entitled to their place in the sun and we find ways to help as many people as possible. We believe that our goal should be to lift those around us up to great heights, instead of being happy with everyone living average lives.

We believe in climbing to the top instead of racing to the bottom. We don't think the answer is faster, cheaper or easier...but rather healthier, happier and better.

## **8. We believe that your impact can only be as big as your willingness to serve.**

We believe that anything great we do starts by working towards a cause that is bigger than ourselves. We use our talents to make the world a better

place. We are leaders, mentors and teachers and help develop the talents of those around us. We are crusaders with a cause.

We are driven underdogs, unconventional thinkers, and rebels who aren't afraid to poke and question in the name of making things better.

## **9. We believe that with small and consistent change, anything is possible.**

We dream big, but start small. We believe that building better habits, one tiny change at a time, is the secret for improving our health, our happiness and our work in the long run. We take initiative and design our environment for success by finding ways to make good decisions easier and bad decisions harder.

We don't buy into quick fixes, get-rich-quick schemes or 6-pack abs in 6-minutes. We believe in doing things that are meaningful enough to make a difference, yet simple enough that you can get it done.

We believe it is better to light a tiny candle than to complain about the darkness. When we feel overwhelmed, unappreciated or insignificant, we start small.

## **10. We believe in each other.**

When you decide to join our community, you are no longer an outsider. You are part of our team and in this team we always have our teammate's back.

We believe that the people you surround yourself with are your greatest asset. Those who have walked through the fire can help you do the same.

And that is exactly what we intend do to in this community. We help each other walk through the fire.

Out in the real world you might be an army of one, the lone underdog. But here in this community you have teammates who've got your back, and who wants nothing more than to see you succeed.

We are a community consisting out of people from all walks of life. Our work is different, our circumstances are different, but our values will always guide what we do and how we do it. We celebrate life, work hard and embrace opportunities to master the art of becoming better.