



Lifespark™

Core Values

THE LIFESPARK WAY

WE EXCEED EXPECTATIONS

WE FIND a WAY

WE LEAD with PURPOSE

WE DO the RIGHT THING

WE SEEK the SPARK

We're Lifespark and we think everyone has the right to *Age Magnificently*

At Lifespark, we're driven by the spark inside everyone. We believe our individual and organizational purpose is essential to shape the future of senior health and beyond.

Culture is our strategy

And our unmatched advantage is you and your unique strengths and purpose.

To spark lives,
the client experience
must be formed by the
employee experience.

Lifespark is committed to an exploration of your personal purpose and strengths, and aligning what makes you who you are, with the values we live by every day.

OUR VALUES

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WE SEEK the Spark

We believe there is a spark inside everyone, and it's the key to ongoing strength, purpose, and belonging.

SPARKING LIVES



I Keep My Eyes Open for Excellence: I act with the person in mind, ensuring that my actions uplift and consider others in every situation.

I Am an Experience Architect: I use processes that not only deliver but also enhance the overall experience, turning routine tasks into memorable moments.

I Am a Perception Pioneer: I drive the perception of experience, constantly striving to exceed expectations and leave a lasting positive impression.

I Am an Innovation Instigator: I create new ways to wow, constantly seeking fresh, inventive approaches to inspire others.



I am Dismissive of Excellence: I act without considering others, indifferent to uplifting or considering the impact of my actions on others.

I Neglect Processes: I ignore processes or implement them poorly, leading to a lackluster or even negative experience.

I Am a Perception Follower: I do not care about perception and actively contribute to negative perceptions, failing to meet expectations.

I am Resistant to Innovation: I resist change or new ideas, sticking to old, outdated methods and failing to inspire or impress others.

WE SEEK the SPARK

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We stand firm in our integrity and willingly shoulder responsibility for all our actions which builds trust.

HONESTY AND INTEGRITY



I Practice Integrity in Action: I do what I say and say what I do, aligning my actions with my words.

I Am Committed to Trust-Building: I keep even the smallest promises, demonstrate reliability, and fostering trust.

I Remain Reliable: I am reliable in my actions and do what is morally and ethically right, even when it's challenging or unpopular.

I Am a Catalyst for Consciousness: I invite the same awareness in others, leading by example to inspire intentionality.

I Practice Compassionate Integrity: I aim to help – ensuring that my actions are guided by compassion and to avoid harm.



I Lack Integrity in Action: I often say one thing and do another, failing to align my actions with my words.

I Am Inconsistently Committed: I frequently break promises, demonstrating unreliability and eroding trust.

I Am Unreliable and Unethical: I act in ways that are unreliable and unethical, disregarding what is morally right.

I Am Not a Catalyst for Consciousness: I do not promote awareness in others, failing to lead by example and inspire intentionality.

I Lack Compassionate Integrity: I assume poor intent, causing harm and disregarding the well-being of others.

WE DO the RIGHT THING

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We recognize the value of change, understand it fuels innovation and adaptation, and drives continuous improvement.

INVESTED ENTREPRENEURS



I Hold an Ownership Mindset: I think and act like an owner, prioritizing the organization's success as if it were my own.

I Am Comfortable with Boldness: I embrace risk and know meaningful change often requires stepping into the unknown.

I Invest My Time with Intention: I dedicate time and resources to drive change, understanding that meaningful transformation requires effort and focus.

I Am a Champion of Innovation: I bring new ideas and better ways, continuously seeking and championing innovation to drive positive change and improvement.



I Am Just Here for a Job: I do not think or act like an owner, prioritizing my personal interests over the organization's success.

I Avoid Bold Moves: I avoid risk and shy away from stepping into the unknown, preferring the safety of familiar territory.

I Find a Way to Dissent: I don't spend time trying to understand new ideas and raise problems instead of solutions.

I Like It the Way It's Always Been: I resist new ideas and better ways, preferring to stick with traditional methods and avoiding change.

WE LEAD with PURPOSE

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We are scrappy – we're resourceful, determined, think outside the box, and use creativity to achieve goals with limited resources.

NOTHING IS IMPOSSIBLE



I Am a Scrappy Achiever: I tackle challenges with a can-do attitude, using resourcefulness and determination to find solutions and achieve goals.

I Am Persistent in Pursuit: I doggedly pursue solutions, demonstrating a commitment to finding answers and overcoming obstacles.

I Am a Relentless Problem Solver: I tackle the most challenging problems head on, without hesitation, and with determination.

I Take a Collaborative Approach: I engage with others to explore diverse perspectives and ideas, seeking input and cooperation to overcome challenges.



I Am Not Interested in A Challenge: I approach challenges without resourcefulness or determination, often giving up easily.

I Am Not Persistent in Pursuit: I quickly abandon the pursuit of solutions, showing a lack of commitment to overcoming obstacles.

I Commit Only What is Needed: I avoid challenging problems or tackle them halfheartedly, showing hesitation and lack of determination.

I Take a Solitary Approach: I prefer to work alone and do not seek input or cooperation from others, missing out on diverse perspectives.

WE FIND a WAY

WE EXCEED EXPECTATIONS

THE LIFESPARK WAY

WE EXCEED Expectations

We consistently strive to deliver exceptional results that surpass what is anticipated – driven to continuously improve and nurture trust with our clients, their families, and our team.

EXCEED WITH RESULTS



I Deliver Outstanding Results: I consistently achieve great results, exceeding expectations and delivering exceptional outcomes.

I Embrace Learning Through Failure: I fail forward the first time, using failures as opportunities to learn and improve, ensuring I don't repeat mistakes.

I Embody a Progress Mindset: I have an attitude of continuous improvement, constantly striving for excellence and growth.

I Am an Innovative Implementer: I refine and implement new ideas, by successfully putting them into action to achieve exceptional results.



I Am Okay with Okay: I consistently achieve average or below-average results, failing to exceed expectations or deliver exceptional outcomes.

I Stop When Things Don't Go as I Hoped: I am discouraged by failure and do not see it as an opportunity to learn and improve, often repeating the same mistakes.

I Am Stagnant in My Mindset: I resist change and do not seek opportunities for improvement, content with the status quo.

I Am a Traditional Implementer: I stick to familiar ideas and methods, avoiding new or innovative approaches and achieving only standard results.

PURPOSE ALIGNMENT

At Lifespark, we place a profound emphasis on aligning our individual purpose with our organizational purpose.

It's at this intersection we believe the spark for life is found. This spark serves as an activator for why we wake up in the morning, igniting a deep sense of purpose and meaning in our work.

The spark motivates us to care for our individual well-being, knowing that when we are at our best, we can enter all interactions with clarity, empathy, and compassion.

This alignment not only drives personal fulfillment but also fuels our collective success as an organization.

Thank you for carrying this standard of living into your day, everyday!



In addition to exemplifying the positive suggestions outlined in this booklet, Lifesparkers show a deep passion for serving others and a strong commitment to playing a pivotal role in fostering a people-first, values-driven culture. This culture is dedicated to fulfilling our promise and aligning with our purpose, which is to honor everyone's right to...

Age Magnificently

10 ways to carry Lifespark Core Values with you every day

Seek feedback: How well am I embodying our core values, and am I actively seeking feedback from colleagues?

Stay mindful: In my daily interactions and decisions, am I consciously considering how our values align with my actions?

Recognize peers: Have I acknowledged and appreciated value-driven behavior in my coworkers recently?

Visualize values: Are our core values prominently displayed in my workspace, serving as constant reminders?

Resolve conflicts: When faced with disagreements, do I refer back to our values as a guide for finding common ground?

Decide with values: Are my choices consistent with the company's core principles, even when faced with challenges?

Share success: Have I shared stories where our values were effectively lived out, inspiring others?

Evaluate performance: How effectively am I embodying our core principles, and where can I improve?

Live by example: Am I authentically modeling our values for my colleagues?

Learn from mentors: Have I sought mentorship to enhance my understanding of our values and their application?

