



CivicScience Purpose, Vision, and Leadership Principles



OUR PURPOSE

Powering the World's Opinions



OUR VISION

Being a Foundational Source of Truth and Positive Impact for Humanity, Brands, and Media



OUR PRINCIPLES

Do the right thing. CivicScientists tell the truth, help others, and **prioritize virtue** over convenience or profit. **#DoRight**

Be an owner. CivicScientists are **accountable** for our decisions, commitments, and deadlines. We are one team and treat the company as our own, because it is. **#OwnIt**

Embrace differences and inclusion. CivicScientists believe diversity of thought, background, and talent makes us stronger. We are **humble**, collaborative, and empathetic in our disagreements. **#Embrace**

Speak courageously. CivicScientists are **candid**, constructive, and respectful communicators. We welcome conflict, assume positive intent, and celebrate achievement. **#Courage**

Look forward. CivicScientists are **ambitious** in our work and individual development. We innovate, move beyond mistakes, and **relentlessly learn** and grow. **#LookForward**

Act boldly. CivicScientists are **hyper-growth oriented**, but prudent. We fail fast, strive for efficiency, and move decisively when opportunities arise. **#ActBoldly**

Create exponential value. CivicScientists obsess about the **quantifiable results** we produce for our customers, shareholders, and society. **#CreateValue**

Love problems. CivicScientists adapt to disruption and evolving stakeholder needs with **agility and poise**. We build solutions only when a need is clearly defined. **#LoveProblems**

Study everything, constantly. CivicScientists ask perpetual questions, reject truisms, and **trust data** over anecdote or intuition. **#StudyEverything**

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