THE NEW CHAPTER CREDO
Welcome to Our Credo

Our company Credo is the collective effort of more than one hundred New Chapter® employees to codify the cultural values that guide our work experience. The Guiding Principles, Core Beliefs, Work Ethics, and Behaviors you find in these pages define the aspirations we set for ourselves in service to our healing mission. A Credo’s value is measured not by its lofty hopes, but by the behaviors it inspires. Only through our actions can we breathe life into these words, only through us can our Credo meaningfully impact our workplace.

New Chapter was founded with the intention to heal through Nature’s wisdom. Our Credo was written with the intention to be agents to that healing, not only through our products, but through our work relationships. It is our highest selves that speak through our Credo. These words, which are our own, have the power to remind us, over and over again, of the best of who we are, and the potential of our unified force.

Co-Founder
New Chapter, Inc.

Guiding Principles & Mission

To deliver the Wisdom of Nature, thus relieving suffering and Promoting Optimal Health

To advance the Organic Mission, nourishing body and soul with the healing intelligence of pure whole foods and herbal supplements

To nurture and Sustain Mother Earth, the source of natural healing

To honor and Reward Personal Growth, for enlightened teamwork depends on the vitality of every member of the New Chapter family

Core Beliefs

We believe our Mission inspires an ever-expanding movement toward a sustainable and powerful Health Care Solution; an alternative and complement to the pharmaceutical model.

We believe the Pure Intention and Consciousness with which we operate and make decisions is the vibrational energy that contributes to the healing power of our products and our company.

We believe in Sustainability and Responsible Growth. The quality and depth of our connection to the earth and to each other correlates directly with our true health.

We believe in New Chapters. We are Bold Leaders of the Whole Truth.
Absolute Best Performance

We know our mission demands our Absolute Best Performance to exceed our goals and accelerate our Personal Growth.

Bring a positive attitude, put your heart and soul into the work, and help others be and do their best.

Be knowledgeable about your job, New Chapter’s products, departments, processes, and customers.

Seek out the information, tools, training, and resources you need to be and do your best.

Set high expectations for yourself; strive to keep learning and improve your performance.

Develop challenging individual and team goals; speak up if roles, expectations, or priorities are unclear.

Be open to change, seek others’ input and feedback, and identify new, better ways of working.

Take initiative and be proactive; if an issue or problem arises, own and address it.

Strive always to achieve your goals; create a business plan to plan your work and work your plan.

Be self-motivated; take responsibility for your actions, commitments, mistakes, and impact on others.

Collaborate well within your department and cross-functionally; have empathy for other departments.

Recognize coworkers for their contributions; acknowledge and celebrate others’ great performance.
**Rejuvenation & Balance**

We recognize the importance of Rejuvenation and Balance and their critical impact on sustained High Performance.

**Behaviors**

- Commit to healthy, sustainable ways of working.
- Practice self-compassion; workloads are always changing, so ask for help when you need it.
- Encourage coworkers to take breaks, lunches, set limits, work reasonable hours, and avoid burnout.
- Explore ways to work smarter, not harder; develop systems and approaches that enhance efficiency.
- Pause and step back if stressed; take timely breaks which enhance energy and performance.

- Support coworkers’ efforts at balance and well-being at work, and as family or personal needs arise.
- Make efforts to rest, refresh, rejuvenate, and make healthy choices outside of work.
- Manage time effectively; be punctual. Respect others’ time, priorities, and capacity limits.
- Support others’ time off; refrain from emailing or checking in outside of work hours.
- Make best use of technology towards greater balance, rather than less.
- Participate in wellness programs at work and outside of work.
Well-being of People & Planet

We weigh the Health and Well-being of People and Planet into every decision.

Express gratitude to the earth and herbal kingdom; uphold our responsibility to nature.

Plan with long-term impact in mind; support efforts to avoid depletion and reduce our footprint.

Make caring, courageous, and conscientious choices in favor of people and planet.

Recycle and compost; minimize the waste that projects generate.

See the big picture and consider the long view; weigh social, environmental, and finished costs associated with growth.

When possible, purchase locally and use vendors who practice sustainability, reflect our values, and meet our quality standards.

Participate in philanthropic efforts, community volunteerism, and impact days.

Surface problems and speak up when and if we think we’re not being true to our healing mission.

Communicate and celebrate our green accomplishments.
Passion & Tenacity
We ignite Passion, Integrity and Tenacity in our daily work.

Fully engage, connect with, and express your passion for our healing mission; let it inspire your work.

Bring positive energy, creativity, enthusiasm, and excellence to your work and to others.

Share success stories and customer feedback, and appreciate the healing we bring to many.

Link our daily activities with New Chapter’s mission and our impact on customers and the world.

Recognize solutions are out there; have faith, ask questions, take risks, dig deeper.

Don’t give up when things get tough; stick with it, keep going, leave no stone unturned.

Remember our Soul to Soul mission; connect with one customer at a time.

Take pride in your work, lead by example, and inspire others by your actions and words.

Act with honesty and integrity by doing the right thing in all acts of business.
Open Communication
We build Trust with Authentic and Open Communication.

Share honest, timely, relevant information people need to do their best work.

Seek information about company news, policies, or decisions; ask questions when we have them.

Seek input and feedback; be receptive to others’ opinions, reactions, or points of view.

Be accessible, approachable, open-minded, and non-defensive.

Foster dialogue; listen with no agenda; check for meaning to learn what really happened.

Follow through on promises and commitments; respond to requests in a timely way.

Respect people’s privacy, avoid gossip and rumors; maintain confidences.

As concerns arise, give the benefit of the doubt; avoid assumptions, judging and blame.

Choose best timing and means of communication; meet in person when possible; understand email’s limitations.

When a concern arises, speak directly to those involved; talk to them, not about them.

Seek help communicating through difficult encounters if needed.

Slow down, speak calmly, objectively and constructively; choose words and body language with care.

Be honest, genuine, and sincere; speak with respect, kindness, and compassion; practice empathy.

See feedback as a gift; give and receive feedback skilfully and respectfully.
Create an atmosphere of safety, trust, empowerment, healthy disagreement, and debate.

Promote dialogue at all levels and communicate up; know we can go to and talk with anybody.

Take risks, be courageous; say what you feel without fear of blame and retribution.

Encourage input and ask coworkers what they think; be open to influence and compromise.

Embrace diverse thinking styles and viewpoints; avoid tunnel vision; think outside your area.

Embrace change, avoid complacency; be eager to learn and try alternative approaches.

Listen with curiosity; value coworkers’ strengths, expertise, and input.

Be patient and empathetic with different styles, limitations, and struggles.
Seek the New Chapter

We seek out the New Chapter and safeguard Quality in all we do.

Get behind New Chapter’s pioneering purpose; support our continuously evolving and shifting paradigms.

Innovate while upholding our fundamentals; demand highest quality.

Be creative, courageous, and bold; take risks, share your ideas, and put yourself out there.

Question the status quo; seek alternative, out of the box options; blaze a path.

Seek input from all; be open to trying new ideas from all levels of the organization.

Reach out and listen to customers; inquire: “What would customers want?”

Take time to do things right, safely, accurately, and thoroughly; don’t put quantity over quality.

Spend time and resources for due diligence; continue rigorous testing and science to ensure quality.

Step back to examine things; involve those who will be impacted before finalizing changes.

Make time to plan, be proactive, and have contingency plans.

Point out and celebrate innovation, creativity, and quality when we see it.
Learning & Sharing
We inspire a Dynamic environment of Learning and Sharing and Challenge.

Become an expert in your area; seek opportunities for learning, growth, training, and cross-training.

Be open to learning from others; seek suggestions about how we can improve and do things differently.

Be aware of and access others’ skills, talents, and interests, and try to match them with business needs.

Support coworkers’ learning and development goals; coach and share knowledge to help others grow.

Encourage continuous feedback in all directions; learn from feedback and from mistakes.

Examine systems and processes; develop feedback loops; improve systems whenever possible.

Recognize and reward creativity and learning.
Embrace Teamwork

We embrace Teamwork, Ownership and an Egoless Service to the New Chapter mission.

Embrace interdependency; see every job as important, and see how we affect and need each other.

Embrace differences and leverage our diverse talents, skills, gifts, strengths, perspectives, and ideas.

Participate in collaborative decision making; create inspiring common goals to channel team energy.

See all coworkers as one team; avoid competing within or between departments; break down silos.

Support teammates; cooperate, be flexible, pitch in, share workload, and do whatever is needed.

See all as leaders; lead by example, take initiative and own projects and tasks, without being asked.

Own mistakes and problems that arise; bring solutions rather than succumb to blame or complaints.

Put ego aside and practice humility; be vulnerable and ask for help or feedback as needed.

Show gratitude for the team as a whole; appreciate and recognize “behind the scenes” team members.

Subjugate self-interest for the greater good; ask “How can I best serve my coworkers?”

Participate and fully engage in meetings; listen and contribute your best thinking and ideas.

Work through conflicts in a timely way and give people opportunities to correct errors.

Make time to connect, come together, celebrate team successes, and build team spirit.

Share your strategies and what works best.
Gratitude & Respect

We foster a Healing Community of Gratitude, Compassion, Fairness, Respect and Fun!

Make the best of bad situations; help others overcome obstacles and come up with solutions.

Understand the power of fun; maintain a sense of humor and bring fun into the work.

Express gratitude daily; thank teammates and other departments for their efforts and contributions.

Work through difficulties; have a positive assumption about others and let go of grudges.

Speak respectfully; refrain from inappropriate or offensive language.

Participate in company outings, off-sites, and get-togethers outside of work.

Express gratitude with our customers every day; thank them for their time and business.

Understand the power of gratitude; pause to reflect on what you are grateful for at work.

Avoid favoritism or competition; value the contributions of all coworkers and departments equally.

Practice compassion; assume the best and treat others as you’d like to be treated.

Take time to celebrate milestones, achievements, and all departments’ contributions.

Remember that practicing empathy and compassion for yourself will help you do so for others.