

# MANIFESTO

## HONEST EMPIRES IS A NEW CLASS OF BUSINESS

They are run by LEADERS that who know WHAT they want to achieve and WHY they want to achieve it.

And they go after those GOALS, no matter what. Creating their own lane. Defining success on their terms.

### **THEY LIVE BY DESIGN NOT BY DEFAULT.**

Instead of settling for what's easy, comfortable, and obvious, the leaders of Honest Empires venture forward without maps. Though they don't always know their exact steps, they know what they want to ACHIEVE.

And it's that idea of what they're trying to ACCOMPLISH that DRIVES these leaders. A VISION so clear and so meaningful that they can't help but go after it.

Honest Empires are SOCIALLY CONSCIOUS ENTERPRISES, whose leaders understand how their work is IMPACTING and BENEFITING the world around them.





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And it's this big picture of their **GREATER CONTRIBUTION** to the world that holds them accountable, and keeps them moving in a direction that's **ALWAYS IN LINE WITH THEIR REASONS FOR STARTING.**

Honest Empires are run by leaders and innovators motivated by:

- Their **GOALS**
- Who they want to **BE**
- And what they want to **CONTRIBUTE TO THE WORLD**

And because every decision they make is in line with those core **PRINCIPLES**, every action brings them closer to the world they **WANT TO LIVE IN.**

Always moving forward with a **PURPOSE.**

**WE ARE THE  
LEADERS OF  
HONEST EMPIRES**