

ROOT BRAND MANIFESTO

Human beings work here. Any change begins and ends with people.

We believe exceptional leaders invest in their people. We have seen the power of the individual to lead movements that build a better future.

We exist to help companies create rapid and meaningful strategic and culture change.

We are passionate about using insights, disruptive methods, and design thinking to engage people intellectually and emotionally for greater results.

We are servant leaders. Authentic. Engaged. Fun.

We design collaboratively to achieve excellence. Applying our approach, our process, and our people's skills to make change personal.

We are client fanatics and community-centric.

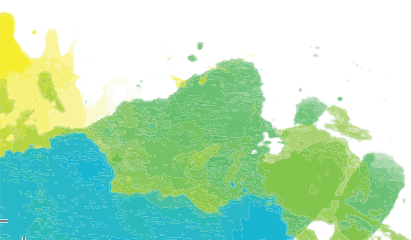
We understand the power of visuals instead of spreadsheets, stories instead of fact sheets, experiences instead of memos.

We help leaders, managers, and the front line break through to make meaningful, lasting change.

We are bold. Provocative. Visionary. Unconventional.

We are unlike any other change company out there. Our heart and soul is our people.

We invigorate the power of human beings to make a difference.



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