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A LETTER FROM THE FOUNDERS

# The Humanitarian Mission of Heartstyles

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As a CEO, we understand three of the most important missions in business are:

- Profitability and shareholder returns
- Quality product and service
- Gain, train, and retain talent

Achieving these goals is a #1 priority. Our questions, as you achieve those goals, are:

- What do you want to be remembered for in people's lives and hearts who have worked under your watch.
- What is, or will be, your legacy in people's lives and hearts?
- Do you have a purpose beyond profit in people's lives and hearts?

We believe the quality of one's life comes from the attitude of the heart. Out of the heart, both effective and ineffective behaviour manifests. We believe people can rise above their circumstances, their past, their self-concept. People can change. People can bring their best self to the environment you lead.

We are asking CEOs to join the Heartstyles revolution in organisations. To add this cause to your mission. To be remembered for purpose beyond profit. It will be one of the most satisfying things you will do in your lifetime.

We created Heartstyles with a mission to start a revolution in organisations that resonates to the generations that want purpose beyond pay. To provide CEOs with a tool to engage hearts and minds and thus develop a culture that changes people's lives for good. And yes, develop a culture with a competitive advantage.

Heartstyles is more than a tool. It is a cause, a philosophy, a humanitarian mission to make the world a better place – one heart at a time. It is based on ancient wisdom of four universal/spiritual principles of life:

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- **Two (above the line) Effective Principles:** Courageous **Humility**, Growth-Driven **Love**.
  - **Two (below the line) Ineffective Principles:** Ego-Driven **Pride**, Self-Limiting **Fear**.

The Heartstyles Indicator gives people self-insight revelation, and a framework and language of how the world works, effectively and ineffectively. How lives, relationships and mindsets can be transformed. How hearts can be unblocked and unlocked from the past into a dynamic future.

In the natural world, gold deposits are found in the bends of the river, and likewise in the bends of the river in people's hearts there is gold. People long and yearn to find their gold within. When that gold is discovered, the energy to all aspects of life is enhanced to be the best version of oneself – and that person be a positive contributor to the organisation!

You ask, will investing in Heartstyles increase profitability? Heartstyles comes with a conviction and belief that effective, engaged, energetic people equals effective results!

**CFO says:** "What if we develop people and they leave"?

**CEO replies:** "What if we don't and they stay"?

We believe the **style** of the way we do life comes from the **heart** – the style of leadership, the style of being a team player, the style of the way we do relationships and parenting, the way we participate in sport whilst winning – **Heartstyles**.

Come and be part of the future and be a leader of the Heart Revolution,

**Stephen & Mara Klemich**