



NEST
CAPITAL

CULTURE BLUEPRINT





The Power of Culture

Our culture is the **heart** of our company. It makes NEST Capital a special place to work, and it empowers us to act with **passion and energy**.

Building and sustaining the NEST culture requires **intentional effort from everyone** on our team.

Our Culture Blueprint is part of that effort.

What is Culture and Why is It Important?

Culture is not a document that hangs on the wall. Culture is **what we believe, how we behave, and the outcomes our behavior produces**. It is the **foundation** on which our company is built. Written statements help clarify the culture, but documents don't build culture — **our actions do**.

Our core beliefs provide the standards for how we behave toward each other and our customers. Because **culture shapes behavior**, it determines how effectively we execute our strategy. The purpose of culture is to **drive behaviors that win**.

Our success depends on our ability to **collaborate and execute better than the competition**. Culture aligns everyone in the company around a common set of **core beliefs and key behaviors** that ultimately determine how we perform in the marketplace.



20 Square Feet

20 Square Feet expresses the reality that each person in the organization has a sphere of ownership. Inside your 20 Square Feet you have **control**. Outside you have **impact**.

Everyone is a **builder of culture**. There's no such thing as a culturally neutral attitude or action. What you do (or don't do) in your 20 Square Feet **makes a difference**.

The way each of us manages our 20 Square Feet is what determines our culture and performance. **Never underestimate your ability to make a difference.**

Your Organization

Your Team

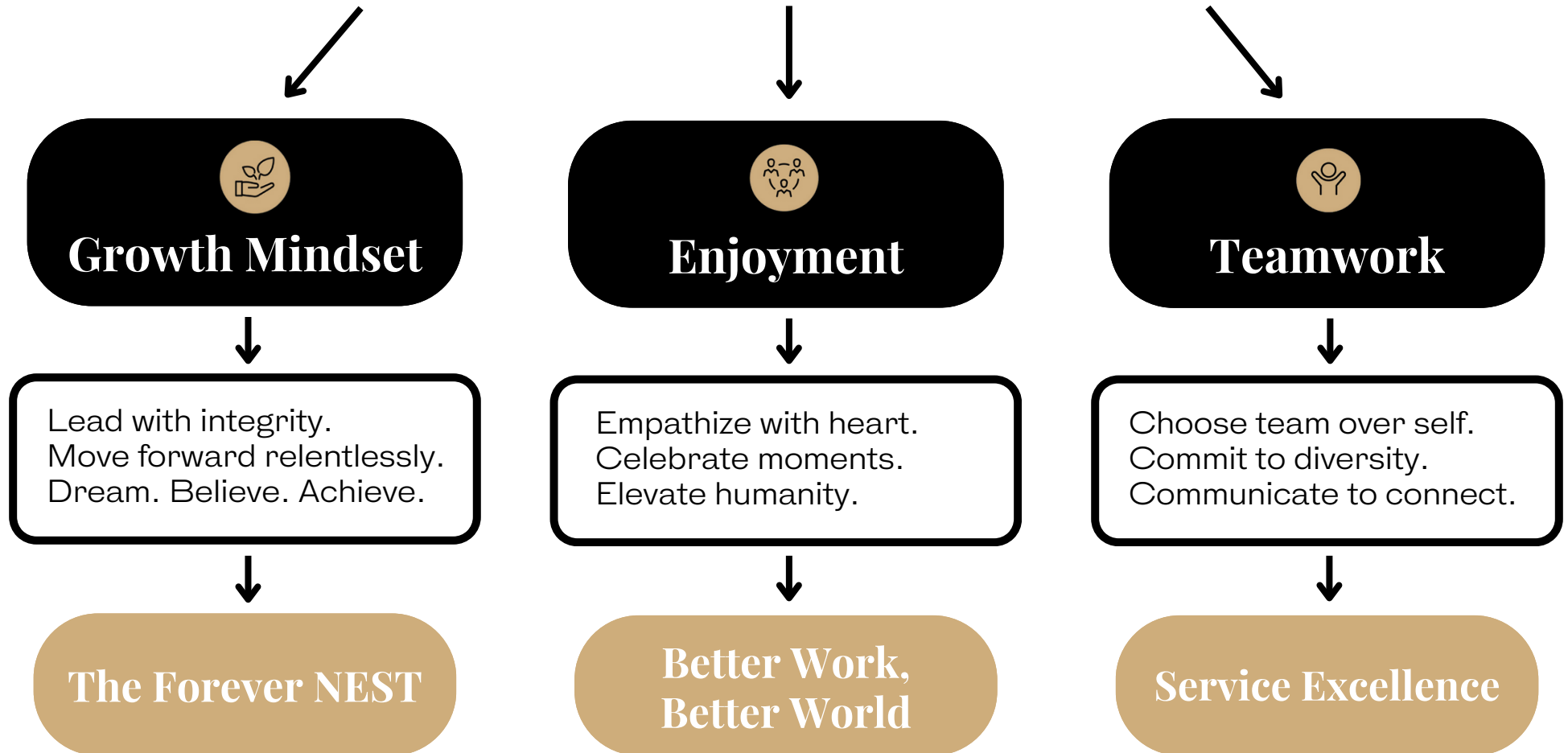
Your 20 Square Feet

Belief ➡ Behavior ➡ Outcome

The Culture Blueprint makes clear the **specific behaviors and outcomes** we want from each of our core beliefs. The behaviors outlined in our blueprint are **essential to operating the business** and responding to the challenges of a highly competitive, constantly changing marketplace. Our goal is to create a culture where everyone consistently engages in the **behaviors that help us win**.



NEST Capital Culture Blueprint



Growth Mindset



Lead With Integrity

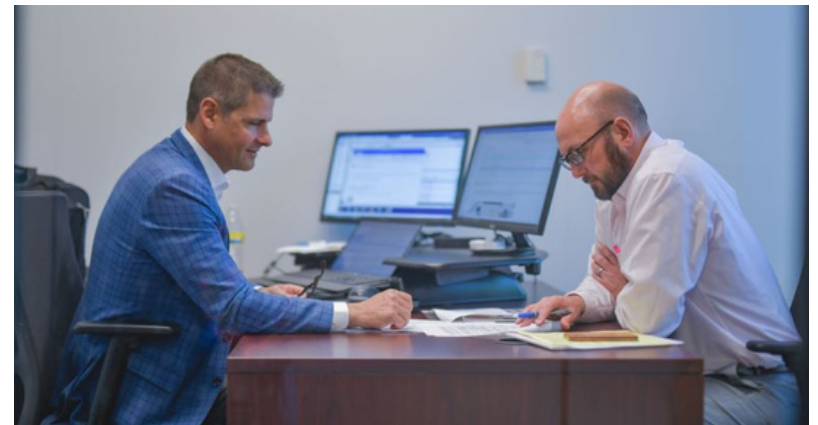
We put the **best interests of our clients first**. Every. Single. Time. We do the **right thing**, even when it's hard and no one is looking. We listen, care, do the work, and then **deliver** with unbiased candor.

Move Forward Relentlessly

We are **persistent in our pursuit of our growth** as individuals and as a team. We embrace the discomfort that is necessary to **continually improve** because **sustainable growth** and satisfaction begin where your comfort zone ends. To remain at the forefront of the industry, we are dedicated to **lifelong learning**.

Dream. Believe. Achieve.

We are a **goals-based enterprise** that envisions a future even better than the past. We embrace long-standing **principles to guide us** through complex opportunities. We believe that by **executing our goals**, we will **achieve uncommon results**.



The Result: **The Forever Nest**

Enjoyment



Empathize With Heart.

We **lift, encourage, support, and show kindness** intentionally to all. We are dedicated to **serving others** and put our hearts into everything from beginning to end. **Choosing to care** energizes us and gives us **purpose!**

Celebrate Moments.

We **celebrate moments**—big and small—as a source of connection. Our commitment is to **honor all triumphs** and tribulations as individuals and as a team. Sharing and **celebrating these experiences** fills our cups.

Elevate Humanity.

We are in a serious business with serious stakes, but **serious and joy are NOT mutually exclusive**. Positive impact on **quality of life** matters to us. Being a part of NEST should **add joy and purpose** to our lives and the lives we touch.

The Result: Better Work, Better World



Teamwork



Choose Team Over Self.

We maintain a **team mentality** versus the easiest or fastest path for an individual. Our work ethic is centered around **consistency, productivity, and personal accountability**. We continuously consider how our individual actions affect the practice as a whole, and we act in accordance with the **best interests of our clients** and colleagues.

Commit To Diversity.

We honor our **unique personal journeys**. We acknowledge the insights and awareness these experiences bring to our team. We are deeply rooted in the belief that we are **better together** thanks to our varied perspectives, talents, interests, and strengths.

Communicate To Connect.

We communicate with **positive intent, kindness, clarity, and mutual respect**. We work to eliminate blaming, complaining, and defending which is essential to **ongoing connection**. Prioritizing positive relationships with **shared purpose** allows us to **elevate and strengthen** our relationships with our clients.



The Result: **Service Excellence**

Welcome to the Journey!



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