



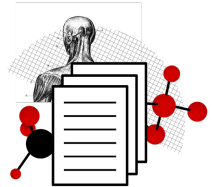
PIXEL DREAMS FIELD MANUAL

VERSION 3.0 // 2021-08

*Culture
eats
strategy
for
breakfast.*

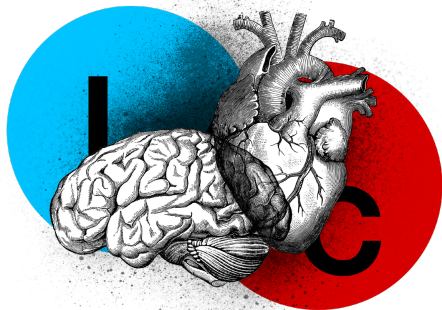
- Peter Drucker -

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OUR MASSIVE TRANSFORMATIVE
PURPOSE



RAISE I+C

RAISE INTELLIGENCE & CONSCIOUSNESS

“The significant problems we have cannot be solved at the same level of thinking with which we created them.”

- Albert Einstein -

Definition

- M** Audaciously big and aspirational.
- T** Can cause significant transformation to an industry, community, or to the planet. Definitely, within the organization.
- P** There's a clear "why" behind the work being done. Something that unites and inspires action.

MTPs are not representative of what's possible today. They are aspirational and focused on creating a different future.

As an MTP harnesses passion within an organization, it also galvanizes a community to form outside the company that shares the purpose. This sparks an incredible secondary impact by helping organizations attract and retain top qualified talent who want to find mission-driven work and remain motivated by the cause. When people are aligned with a purpose, it creates a positive feedback loop. This alignment in turn, helps to uphold the shared purpose.

Like the North Star, an MTP keeps all efforts focused and aligned. The organization grows cohesively. As the organization evolves and scales, the MTP becomes a stabilizing factor for teams as they grow and transition.

Why I+C?



Intelligence is not enough.

There are countless 'intelligent people' destroying the environment, building WMDs, wreaking havoc on the economy, and living emotionally distraught lives.

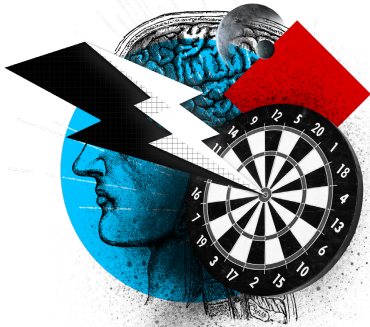


Consciousness is not enough.

There's no shortage of highly 'conscious' hipster-yogis able to teach downward dog, but can't balance a checkbook or lead a team to accomplish a mission.

CORE VALUES

STANDARDS BY WHICH TO LIVE & WORK



“Core values are timeless and do not change, while practices and strategies should be changing all the time.”

- Jim Collins -

These are the essential characteristics that are inherent in our organization and that we will never knowingly violate.

Core values are never knowingly compromised, either for convenience or short-term economic gain.

Aligning Action & Values

First, you cannot “set” organizational values, you can only discover them. Nor can you “install” new core values into people.

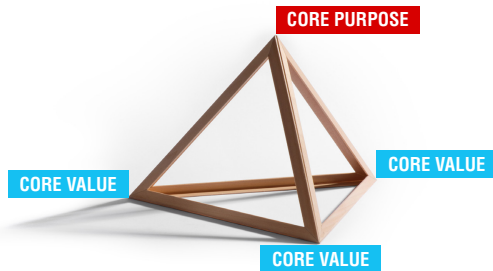
Core values are not something people “buy-in” to. People must be predisposed to holding them. Executives often ask me, “How do we get people to share our core values?” You don’t.

Instead, the task is to find people who are already predisposed to sharing your core values. You must attract and then retain these people and let those who aren’t predisposed to sharing your core values go elsewhere.

- Jim Collins

CORE VALUES AND CORE PURPOSE MAKE UP TWO HALVES OF OUR CORE IDEOLOGY

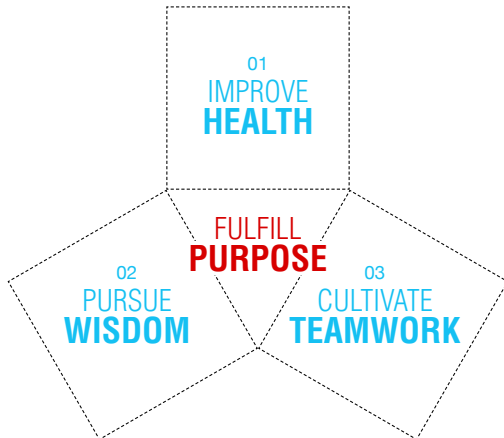
Our core values support our core purpose.



What we value:

Dedication to health
Pursuit of wisdom
Cultivation of teamwork
Commitment to purpose

How we choose to raise what we value:



TEAMWORK

FLOURISHES IN A HEALTHY ORGANIZATION

“The health of an organization is the multiplier of its intelligence.”

- Patrick Lencioni -

Teamwork is not a virtue. It's a choice. A strategic decision. Too often we see it as a default. But the truth is, if we're going to operate like a team, we have to choose it, sign up for the costs, the sacrifice, the work, and the time that it requires.

The benefits of teamwork are huge. But if a group of people are not willing to invest the time and make the sacrifices necessary to achieve the benefits of teamwork, then they would be better off to say 'we're not going to be a team!'

- Patrick Lencioni

FOUNDATIONS

UNDERSTANDING YOUR ORGANIZATION



BLASTING OFF WITH THE PDT

WHY DO WE EXIST?

To raise intelligence and consciousness.

HOW DO WE BEHAVE?

In alignment with our values

WHAT DO WE DO?

Pixel Dreams

PD is a creative agency providing marketing, advertising, and design services.

Friducation

Community focused non-profit celebrating the culture of raising I+C. Blogs, events, workshops, field trips.

Vital

People-analytics platform for individuals and teams to track, measure, gain insight, and increase performance.

PDverse

PD's publishing and merchandise arm, creating digital and physical products.
Books, audiobooks, videos, podcasts, swag.

Forevereverever

PD's investment corp, dedicated to passive revenue assets.
Stocks, bonds, property.



**UNDER CONSTRUCTION
BUILDING A FOUNDATION
PROGRESS IN MOTION**

**STRENGTHEN THE BODY
SHARPEN THE MIND
SEIZE OPPORTUNITIES**

Voice

Our voice is sharp, accurate, on point, clever, potent, and explosive. Not flaky, not pedestrian. We are quirky, weird, and with a healthy dose of swagger and class. As a brand, we do not *criticize, condemn or complain* - the golden rule from Dale Carnegie.

James and Snoop, while from different universes, they share a much in common. Both are *bosses* in their own right. They are slick, smooth, and timeless fashionable.

Snoop-Bond has a *License to Ill*, and to kill.



JAMES DOGG / SNOOP BOND

Imagery



Modern, sexy, seductive, bold, clean, crisp

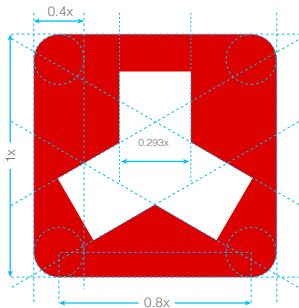


Classic, vintage, timeless, artistry

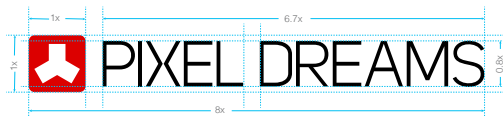


Together we have a playful mix of old and new. The old representing wisdom and old-school values, while the new represents our thirst for new knowledge, modernity, and futurism mixed with a dose of optimism.

Icon



Logo



Colours



Primary: Black

Hex: #000000

RGB: 0, 0, 0

Primary: White

Hex: #FFFFFF

RGB: 255, 255, 255

Black // Infinite space

White // When red, green, blue unite



PD Red

Hex: #D70000

RGB: 215, 0, 0

PD Blue

Hex: #00C3FF

RGB: 0, 195, 255

Red // Fiery, bright, bold. Most emotionally intense colour in the spectrum. It is the colour of passion, boldness, heat, and danger. Red is the color at the end of the visible spectrum of light, opposite of violet. It has a dominant wavelength of approximately 625-740 nanometres.

“Not finance. Not strategy. Not technology.

***It is teamwork that remains the
ultimate competitive advantage,
both because it is so powerful and so rare.”***

- Patrick Lencioni -

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