

# I N C R E D I B L E   A W A R E N E S S   P T Y   L T D

## OUR VISION

Incredible Awareness and its founders will be globally recognised as the leading providers of personal development resources for people anywhere and the helping professionals that serve them.

## OUR MISSION

Incredible Awareness achieves its vision through consistent performance to our values.

## OUR VALUES

- **Integrity and Ethics** – We always operate with full integrity to ethical requirements and our personal and professional values and in doing so further develop a positive reputation for the coaching industry, our company and ourselves.
- **Quality and Professionalism** – All technology systems and coaching services outputs are rigorously tested and benchmarked to the highest standards, and we continuously improve our performance and the quality of the materials and services we produce.
- **Innovation and Technology** – There is always a better way of doing things, including becoming a global enterprise with ease of access by all markets and in numerous languages.
- **Sharing Knowledge** – We are committed to sharing information with anyone seeking it. This includes our coaching colleagues as much as the general public. We balance commercial considerations with the desire to freely share, and in so doing, gain a reputation which supports the industry.
- **Community and Gratitude** – We are grateful to be a part of so many rich and diverse communities, from the coaching industry to the global community of humanity. We are dedicated to finding support resources for anyone, anywhere, in ways in which they ask for, want and need support versus our preferences for providing it.

