

AMBER M&CUE

# HOW TO CLONE YOURSELF

## ONE PAGE CULTURE GUIDE

*Insert name of company here*

CORE PROMISE	Core promise here
GUIDING PRINCIPLES	Guiding principles here
REVENUE GOALS	Immediate future + long term revenue goals, even if they are big and scary
CORE SERVICES	What will you do to meet your goals and serve your people?

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WHO	Feel free to carry this onto another page. Who do you serve?
CORE CHARACTERISTICS	<p>Document the core characteristics you + your team members have here that make up the energy of your company.</p> <p>Fun... Smart... Funny... Like to work in our pajamas...</p>
BIG PROJECTS	<p>To meet these goals and serve your people...</p> <p>What big goals will need to be accomplished in the next year?</p>
OTHER	Create other categories that are relevant to your business and your goals.... And enter them here.