JOYinc. Manifesto

Our Why: Inspire the World with Joy!

At JOYInc., we exist to cultivate and spread Joy! A force we believe transforms lives, families, communities, businesses, and the world. Our vision is bold: to see all people overflowing with Joy through the study and practice of our philosophies. Founded in 2017 by Chief Joy Officer Clif Peterson, we are a movement rooted in love, leadership, and extreme ownership.

Our Core Belief: Original Design & Infinite Potential

We see every individual through the lens of their Original Design and Infinite Potential. Joy flourishes when you lean into who you were created to be and pursue the limitless possibilities within you. This belief drives us to reject negativity, burn the lies we tell ourselves, and plant new seeds of character, purpose, and discipline in our souls, minds, hearts, and bodies.

Our Practice: Wholeness 4 Wellness

We embrace the Whole Person Paradigm, living out four work ethics daily:

- Spiritual: Finding meaning and purpose in Joy.
- Emotional: Leading with love and humility.
- Mental: Creating order and clarity.
- **Physical**: Prioritizing grit, health, and resilience.

Our Commitment: Extreme Ownership & Radical Truth

We take radical responsibility for our lives and work, knowing freedom comes from ownership. With radical truth and transparency, we build trust—the foundation of thriving relationships and businesses. We reject profit-first mentalities, focusing instead on human life value and financial sustainability to fuel our mission.

Our Culture: Leadership, Not Management

We lead people and manage things. Our leaders—trained by leaders—embody proactive habits: beginning with the end in mind, putting first things first, thinking win-win, seeking to understand, synergizing, and sharpening the saw. Through LifeLeadership© conversations (ongoing, daily dialogues that inspire growth, accountability, and Joy) and FeedForward™, we cultivate character, craftsmanship, and Joy in every task, from apprenticeship to boardroom.

Our Promise: Bringing Humanity Back

In an over-industrialized world, we prioritize people—our team, clients, partners, and fans. We focus on the others experience, delivering consistent, Joy-filled interactions with a solution-based spirit. Whether through civil construction, RF installs, or tower mods, our craftsmanship is our signature, signed with care and pride. Through "I will Work on Me for You," we commit to personal growth, fostering healthy interdependence and the Spirit of Reciprocal Play in all relationships.

Our Call: Join the Joy Revolution

Work harder on yourself than on your job. Write your goals—daily to lifelong—and pursue them with discipline. Sow seeds of wisdom, reap a harvest of significance. At JOY_{Inc.}, we're not just building projects; we're building leaders who train leaders, creating a ripple effect of Joy for generations. Together, let's move toward our infinite potential and make the world overflow with Joy!