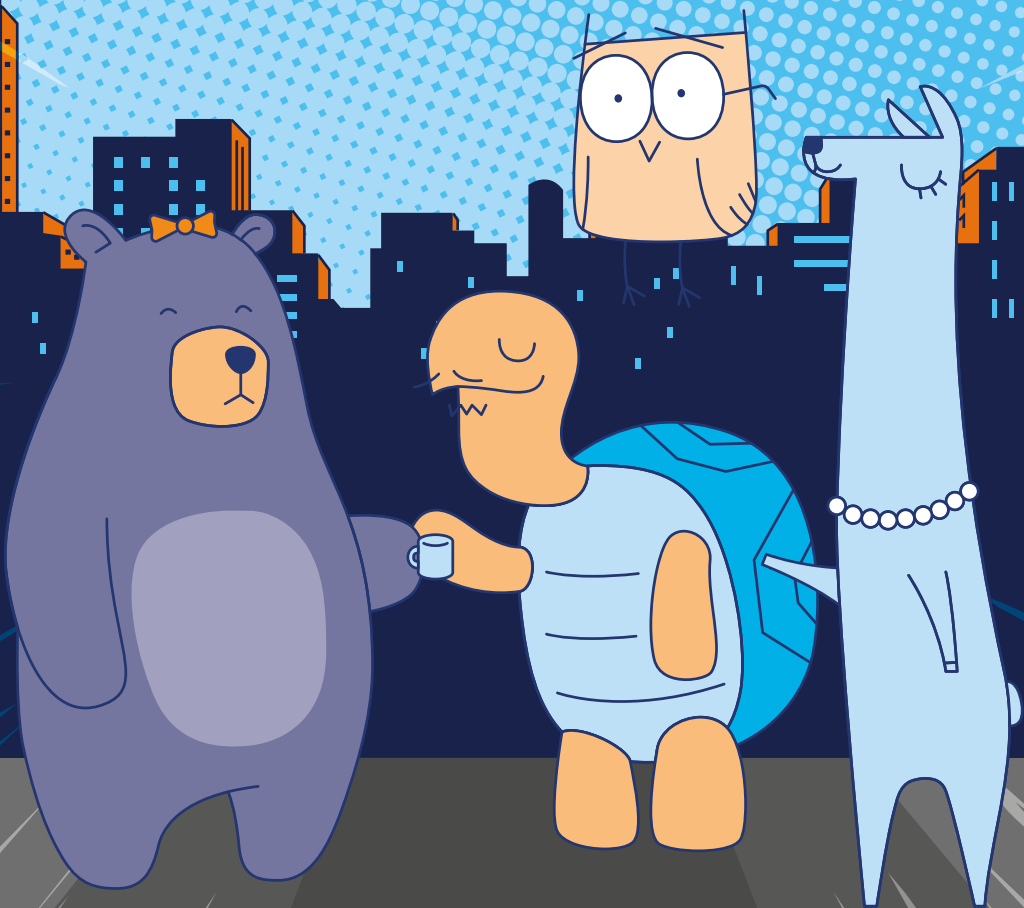




VOLUME 1 / 2020

PRESENTING THE AMAZING ADVENTURES OF...

CULTURE CITY



See how our five core values transform these ordinary creatures into an extraordinary superhero team!

5

NEW CUSTOMIZABLE
COMIC STRIPS INCLUDED!

MEET THE CHARACTERS



FIN

Fin is the newest member of the team. He's a local pub trivia whiz and uses his broad knowledge to conduct marketing research for his team.

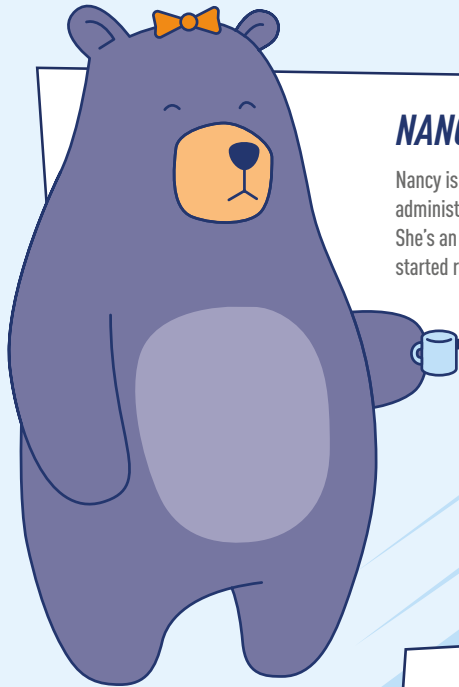
DESI

Desi was recently promoted to Boss Lady after 10 years at the company. She plays basketball in her spare time, and can slam dunk like a champ!



NANCY

Nancy is the team's go-to gal for administrative and processing tasks. She's an avid hiker and has recently started running marathons.



SHELDON

Sheldon helps keep the team's technology running smoothly. His motto is "slow and steady wins the race."



SETTING THE SCENE

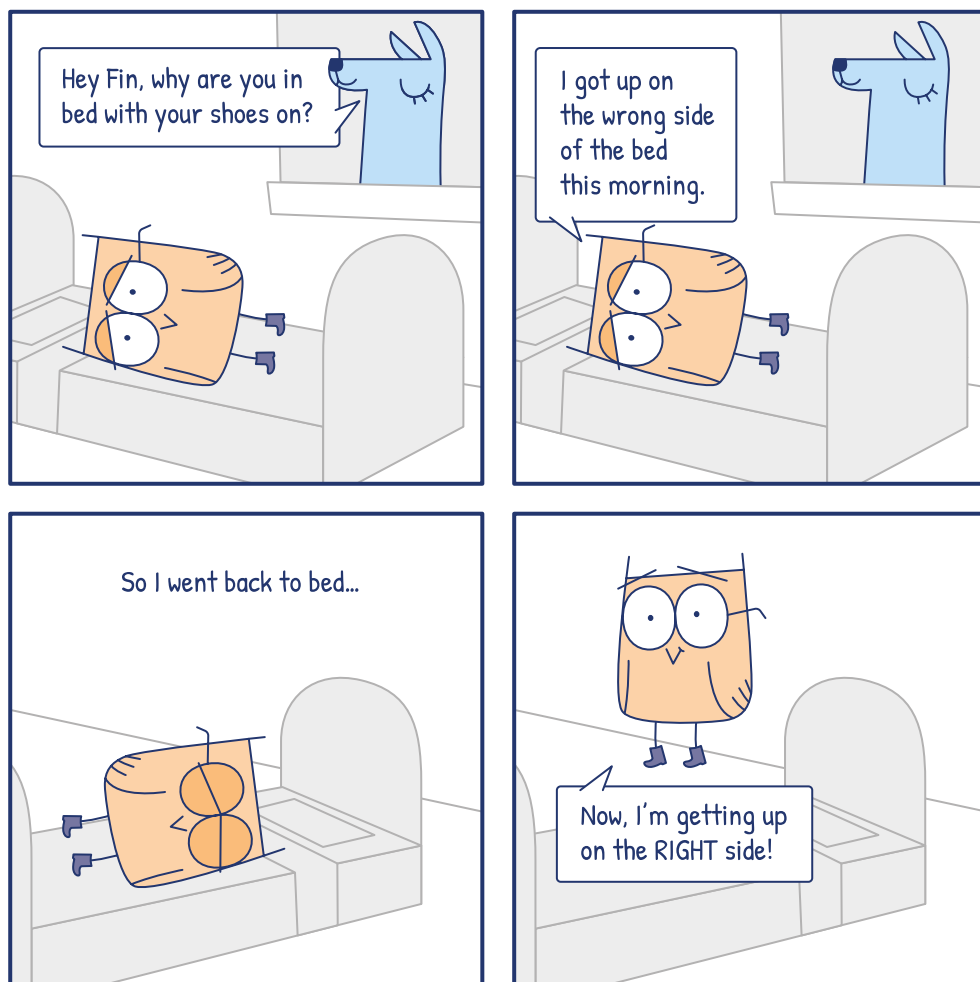
Welcome to Culture City, where our fearless heroes live and work behind the scenes at a local financial institution. This team of non-caped crusaders is headed up by Desi, a hardworking and efficient llama known for keeping her cool under pressure. Her staff includes an often oblivious owl named Fin, Nancy the lovable bear, and laid-back turtle Sheldon.

It's 2020 and the Culture Crew is going through a time of great growth and change. And so our story begins...

COMIC
#1

"THE ATTITUDE CHECK"

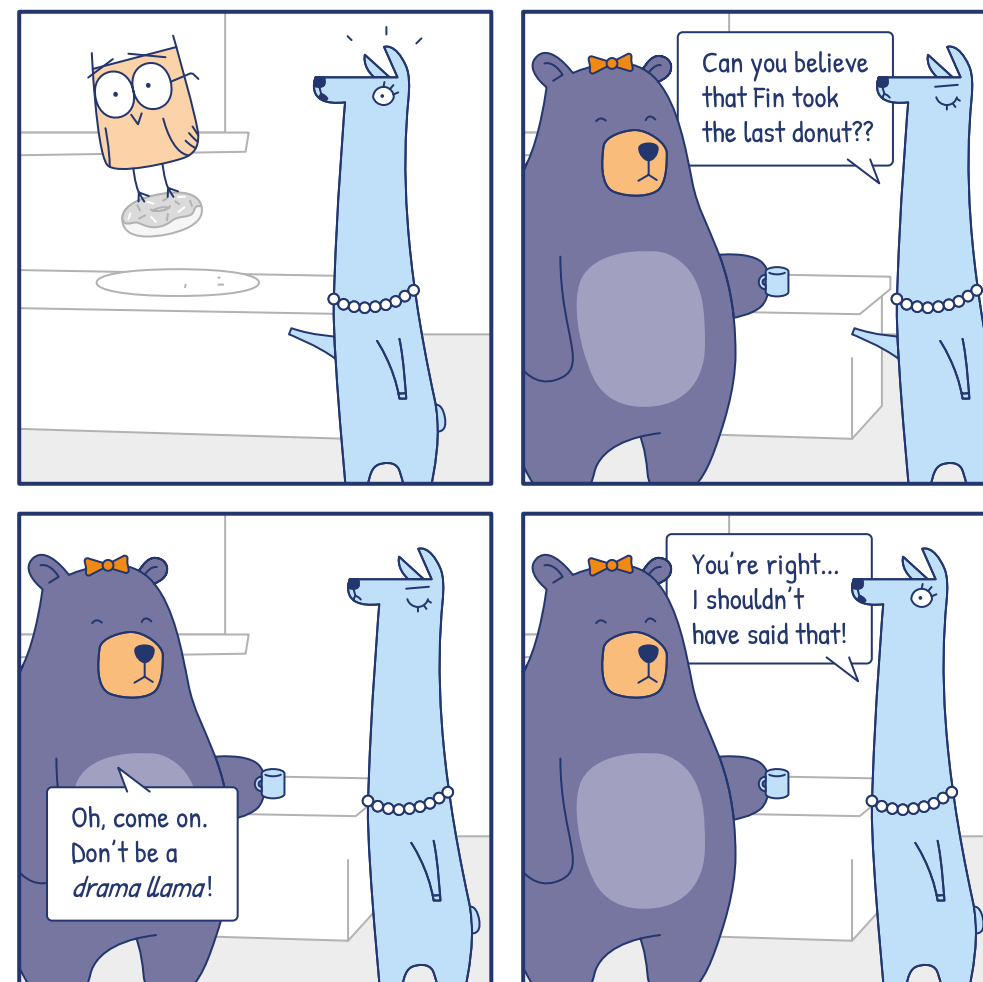
Morning grumpiness is Fin's greatest nemesis! After listening to a podcast on Personal Drive, he's ready to tackle his weakness in an effective but very unusual way...



COMIC
#2

"THE DRAMA LLAMA"

It's the boss' turn to learn a new trick! What starts as a mere gossip session is about to transform into an epic lesson in drama diffusion...



COMIC
#3

"THE BLIND SPOT"

It's the holidays in Culture City, and Fin is in hiding from the weapon of embarrassment (*cue ominous music*) that lurks beneath the hideous pink bow of Nancy's gift. See what happens when you have a blind spot to your own weaknesses...



COMIC
#4

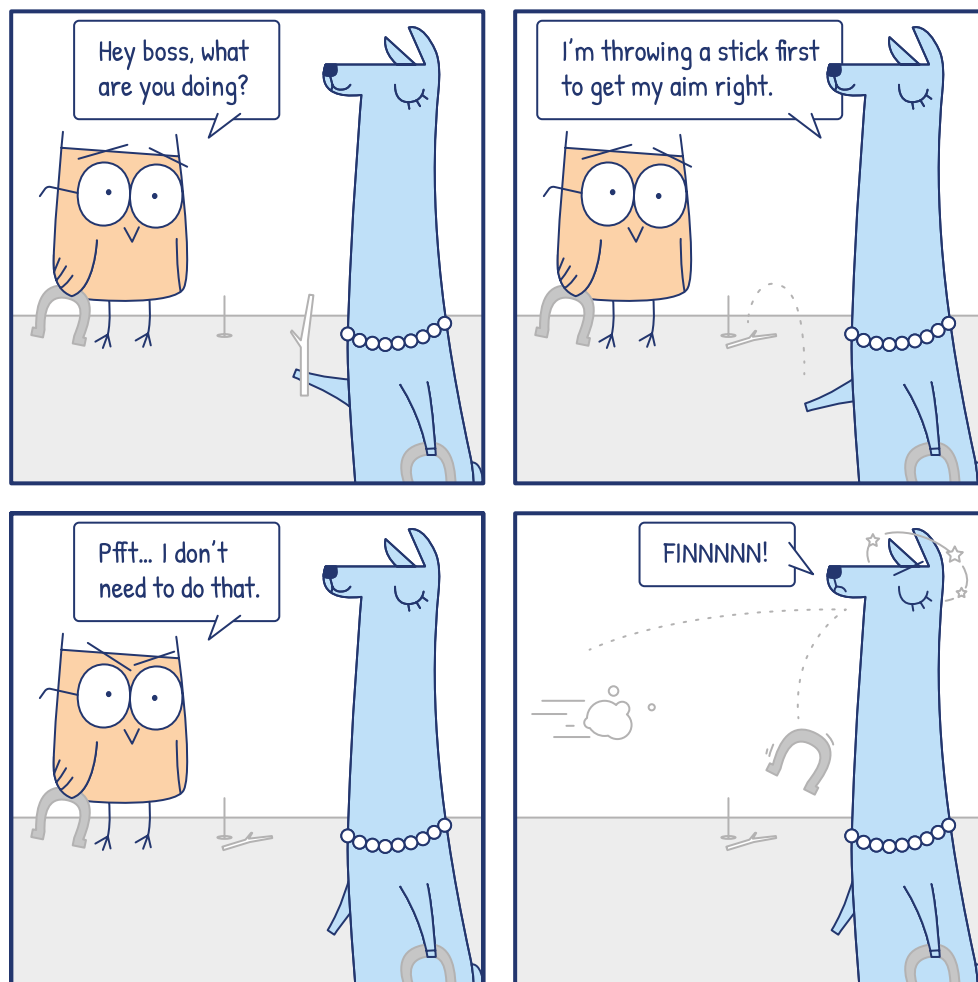
"THE SELFLESS FILTER"

When Sheldon's zeal for a project puts the team's recharge time in danger, Nancy nearly explodes. It's Desi to the rescue with a thoughtful solution that throws her People Smarts into overdrive...



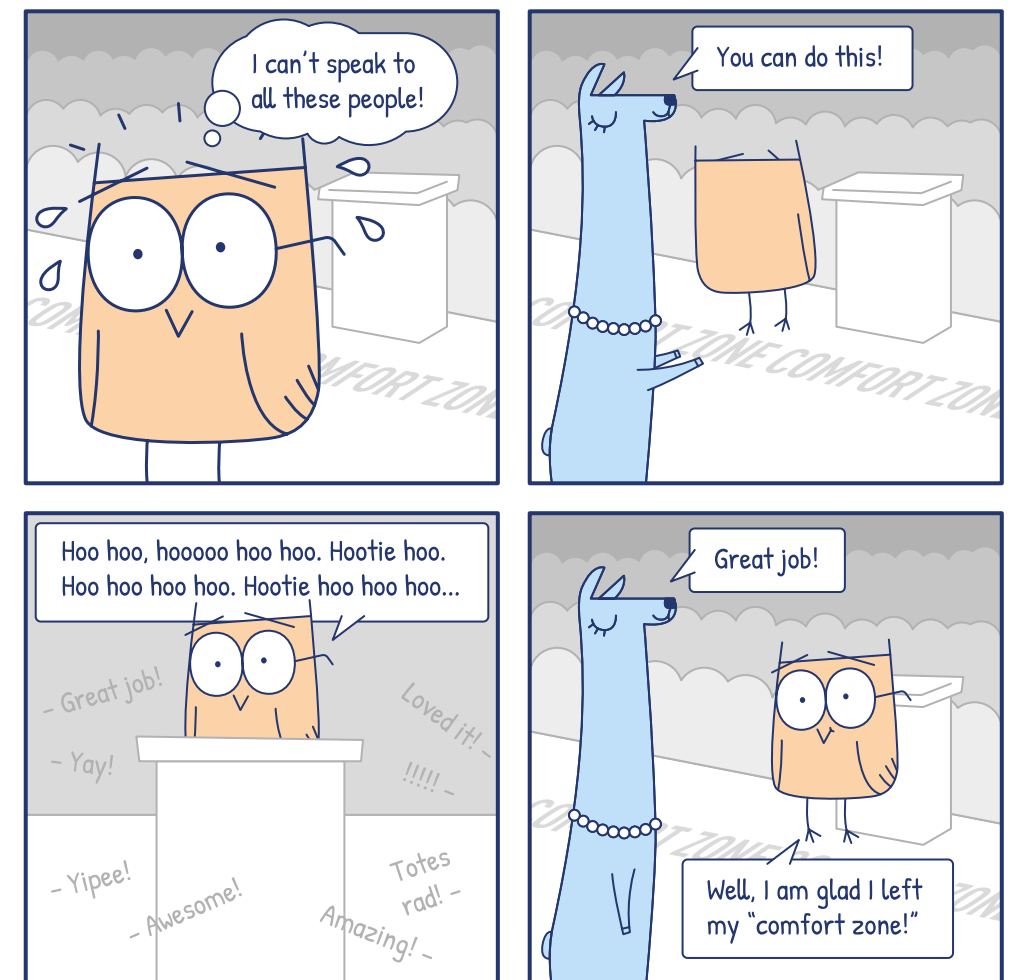
COMIC #5 "BULLETS VS. CANNONBALLS"

Desi knows that Big Thinking requires small steps before you launch your idea into the stratosphere! But Fin's impatience could put her carefully constructed plan in peril...



COMIC #6 "IN THE ZONE"

Fin is nervous about leaving his fortress of solitude and taking the spotlight. Watch as Desi swoops in to save the day with some encouragement!



THE SAGA CONTINUES...

Desi, Fin and the rest of the Culture Crew are well on their way to incorporating our five core values into their everyday life. Then, just as they are understanding how to use Personal Drive, Passion to Help, Big Thinking, Team Mindset and People Smarts in their everyday lives, the crew's Inner Thought Villains show up on the scene: Self-Doubt Sloth, The Brain Stumper, Ms. Not-My-Job, Smarty Pants and Solo Guy.

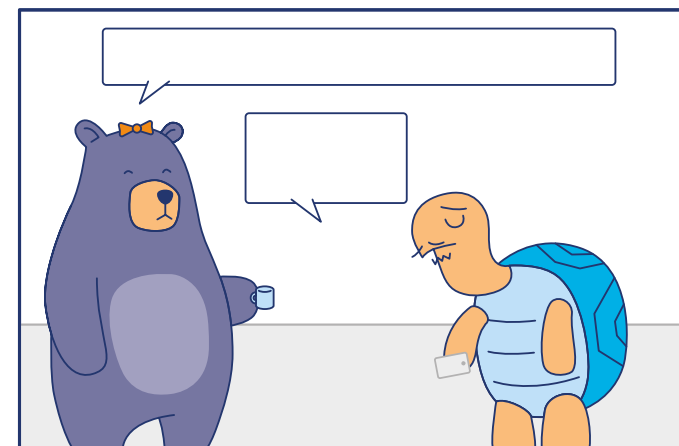
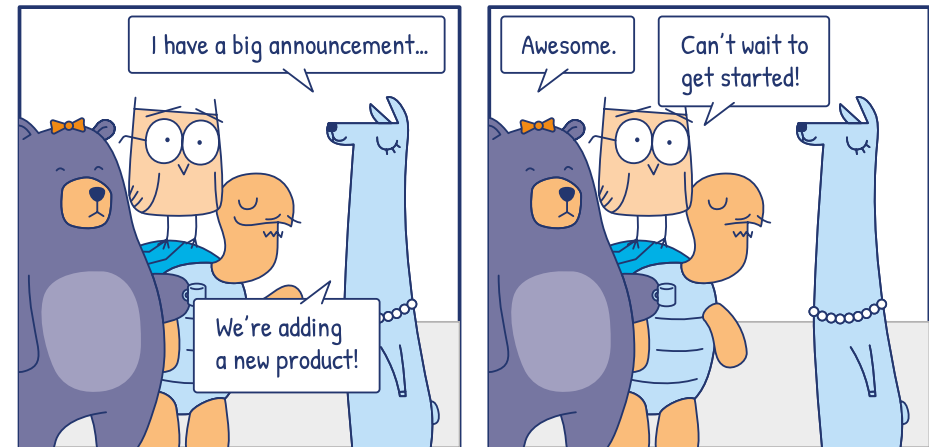
THE CULTURE CREW NEEDS YOUR HELP!

They've put out a call to the dedicated superheroes of sharing success at Desert Financial, SwitchThink and Define Mortgage Solutions. Complete the final panel of each of the five NEW comic strips to power up our Culture Crew with advanced knowledge and understanding of our values.



"STAY IN THE RACE"

In a world where a strong start isn't enough to reach a goal, Nancy the bear has the key to finishing the race. Fill in the blank cell to impart her wisdom on Fin and earn a mental gold medal in **Personal Drive**.



COMPLETE
THE COMIC!



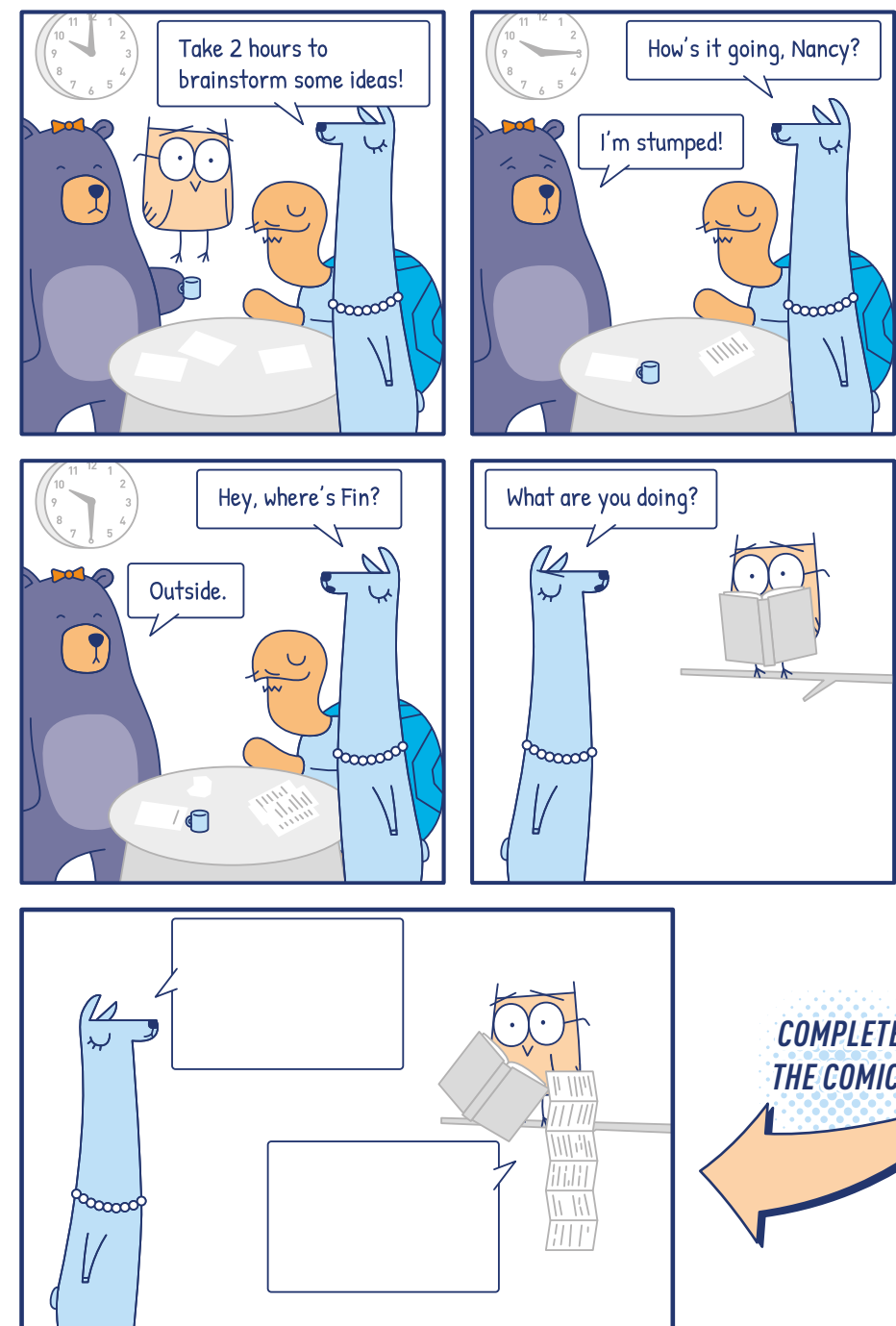
COMIC #8 "SEARCHING FOR ANSWERS"

What happens when a task isn't anyone's job? The job never gets done! Fill in the last cell to show your **Passion to Help** and give Nancy the answer she deserves.



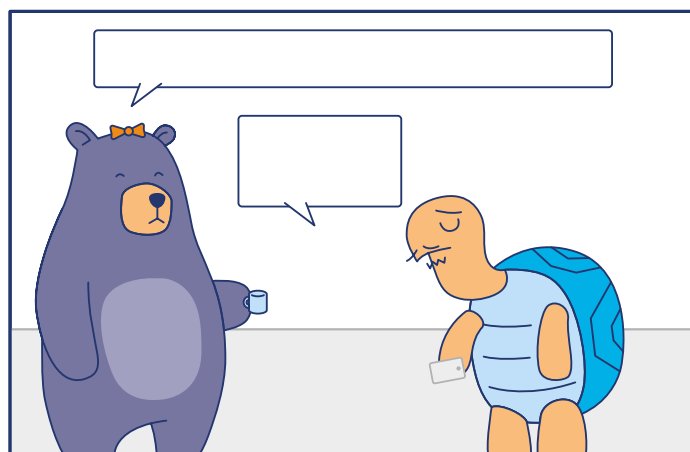
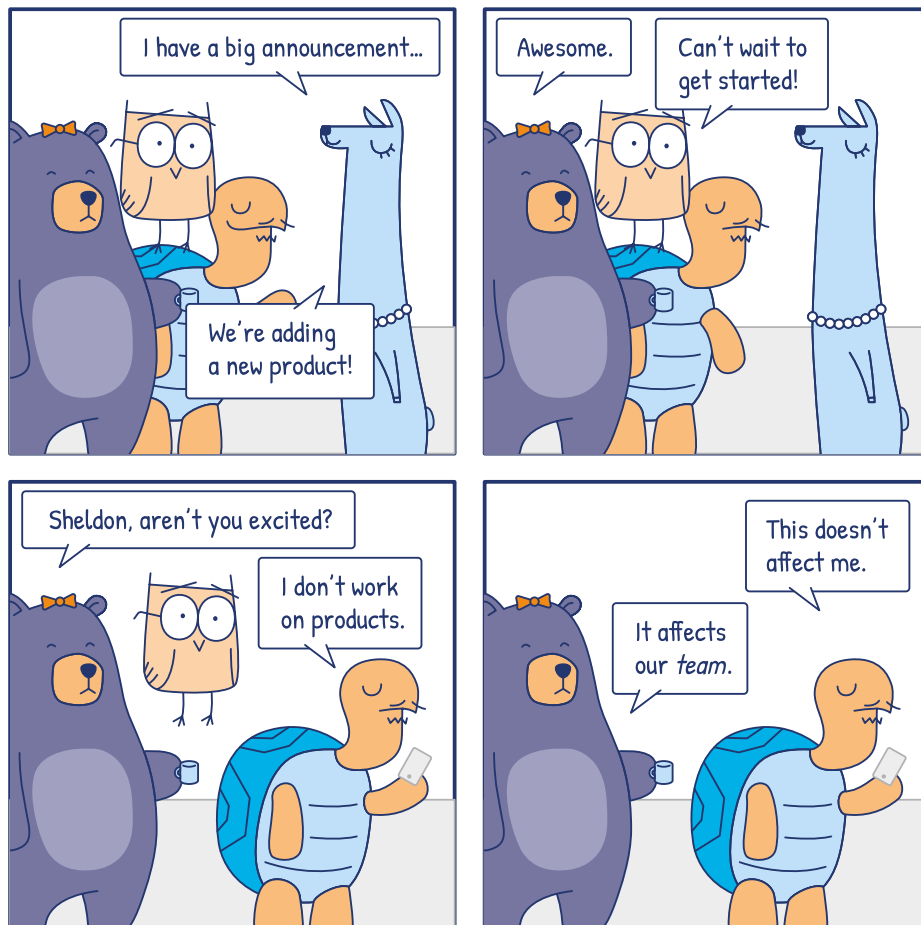
COMIC #9 "BRAINSTORMING BY THE BOOK"

Sometimes, you need to step out of the box — or away from your desk — to get a fresh perspective. Help our team battle The Brain Stumper by using **Big Thinking** to finish off the final cell.



COMIC #10 "GET OUT OF YOUR HEAD"

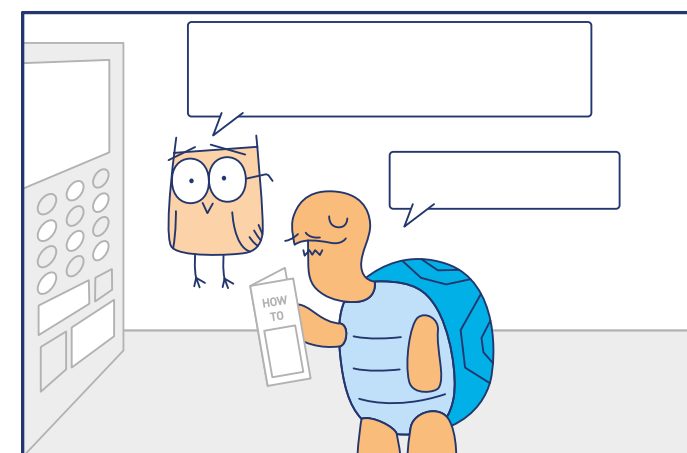
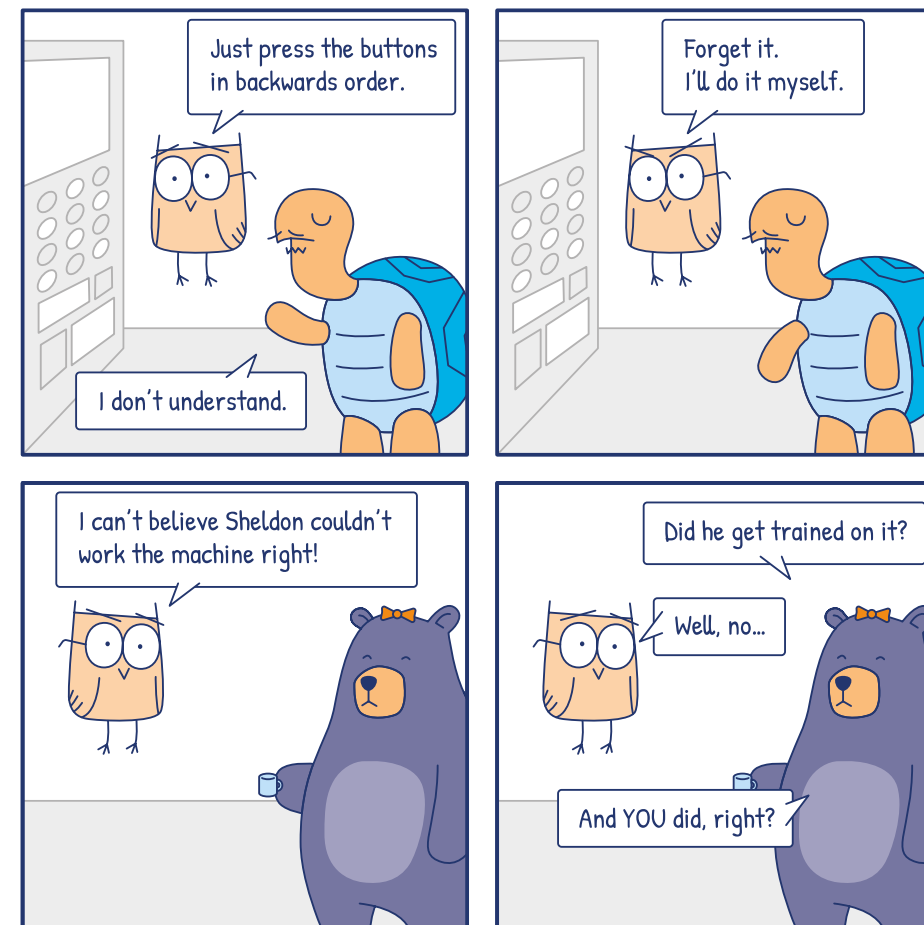
Sheldon's head is in his shell when it comes to teamwork. Complete the end cell to share your **Team Mindset** with the troubled turtle.



COMPLETE THE COMIC!

COMIC #11 "SMARTER ISN'T ALWAYS BETTER"

Expecting others to be perfect is the enemy of **People Smarts**. Turn your shrink-ray on Smarty Pants by filling in the empty cell and win the final battle for the Culture Crew!



COMPLETE THE COMIC!

YOU SAVED THE DAY!

With your help, the Crew was able to conquer the League of Valueless Villains and integrate our five core values into their company culture.

While there might not be any songs sung of your valor or statues erected in your name, rest assured that your dedication to Personal Drive, Passion to Help, Big Thinking, Team Mindset and People Smarts is integral to the continued success of Culture City. We thank you for your hard work and all that you've achieved.

Look for your next Core Values mission, coming soon...

Brought to you by...

