NEST CAPITAL

CULTURE BLUEPRINT



Be a part of something bigger



The Power of Culture

Our culture is the heartbeat of NEST Capital, making it a truly special place to work. It fuels our passion, energizes our actions, and drives our collective success.

Creating and sustaining this culture requires intentional commitment from every member of our team.

Our Culture Blueprint serves as a guiding framework in that ongoing effort and it helps us keep what is most important top of mind.

What is Culture and *Why* is It Important?

Culture isn't just words on a wall—it's what we believe, how we behave, and the results our actions create. It forms the foundation of our company. While written statements help define our culture, they don't build it—our actions do.

Our core beliefs set the standards for how we treat each other, our clients and our partners. Because culture influences behavior, it directly impacts how well we execute our strategy. The ultimate goal of culture is to drive winning behaviors.

At NEST Capital, our success depends on our ability to collaborate and execute more effectively than the competition. Culture unites everyone in the organization around a shared set of core beliefs and essential behaviors, shaping how we perform in our industry.





20 Square Feet

20 Square Feet represents the idea that every individual within the organization has a personal sphere of influence. Within your 20 Square Feet, you have control. Beyond it, you create impact.

Culture is built by everyone—no action or attitude is ever culturally neutral. What you choose to do (or not do) within your 20 Square Feet shapes the environment around you.

The way each of us manages our 20 Square Feet defines our collective culture and performance.



Never underestimate your power to make a difference.

Belief + Behavior = *Outcome*

Our Culture Blueprint clearly defines the key behaviors and outcomes aligned with our core beliefs. These behaviors are vital for effectively running our business and navigating the demands of a fast-paced, competitive industry.

Our goal is to foster a culture where everyone consistently embraces the actions that drive our success. Together, we can accomplish more!





NEST Capital Culture Blueprint

Growth Mindset



Lead with integrity.
Relentless growth, endless progress.
Dream. Believe. Achieve.

The Forever NEST

Enjoyment



Lead with heart.
Cherish every moment.
Champion humanity.

Better Work, Better World

Teamwork



Prioritizing team over self.
Embrace diversity, succeed together.
Communicate to connect.

Service Excellence

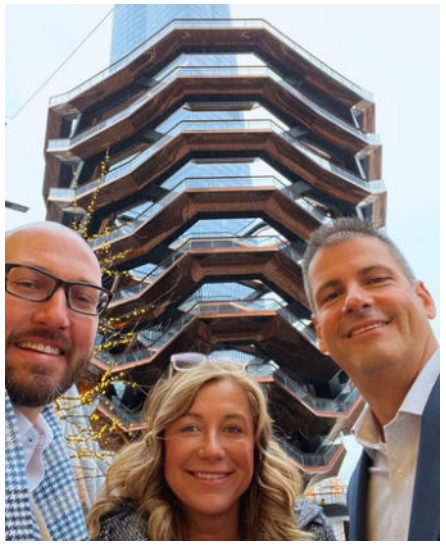
Growth Mindset

Lead With Integrity. We prioritize our clients' best interests—always. We uphold honesty and accountability, choosing to do what's right even when it's difficult or unseen. With unwavering dedication, we listen, care, put in the work, and deliver with transparency and fairness.

Relentless Growth, Endless Progress. We are unwavering in our commitment to growth—both individually and as a team. We embrace challenges, knowing that true improvement begins beyond our comfort zones. With dedication to lifelong learning, we push forward, helping us ensure that we stay at the forefront of our industry and continue evolving.

Dream. Believe. Achieve. We are a purpose-driven enterprise, envisioning a future that surpasses the past. Guided by time-tested principles, we navigate complex opportunities with confidence. By turning ambition into action, we achieve extraordinary results—proving that belief and execution pave the way to success.

The Result: The Forever Nest







Enjoyment

Lead With Heart. We uplift, encourage, and support others with intentional kindness in all that we do. Our dedication to service is rooted in compassion, putting heart into every step of the journey. Choosing to care not only strengthens those around us—it fuels our purpose and inspires meaningful connections.

Cherish Every Moment. We embrace every milestone—big and small—as opportunities to connect and grow. Our commitment is to honor both triumphs and challenges, celebrating the journey together as individuals and as a team. Sharing these experiences strengthens us, filling our hearts and fueling our purpose.

Champion Humanity. Our work carries serious responsibility, but we believe that dedication and joy can coexist. Making a positive impact on quality of life drives us, and being part of NEST should inspire purpose and fulfillment—not just for ourselves, but for every life we touch.

The Result: Better Work, Better World





Teamwork

Prioritizing Team Over Self. We foster a team-first mindset, choosing collaboration over convenience. Our commitment to excellence is built on consistency, productivity, and personal accountability. Every action we take is guided by how it impacts the practice as a whole, and we aim to always act in the best interests of our clients and colleagues.

Embrace Diversity, Succeed Together. We celebrate the unique journeys that shape each of us, recognizing the insights and perspectives they bring to our team. Rooted in the belief that our differences make us stronger, we thrive through a shared commitment to inclusion, collaboration, and respect. Together, we harness our diverse talents, interests, and strengths to create a more dynamic and innovative future.

Communicate To Connect. We foster meaningful connections through intentional communication—rooted in kindness, clarity, and mutual respect. By eliminating blame, complaints, and defensiveness, we create space for genuine dialogue and collaboration. Prioritizing positive interactions and shared purpose allows us to strengthen trust and elevate our relationships with clients.





The Result: Service Excellence







Impact. Community. Connection.

Giving back to our local communities is at the heart of everything we do. We believe that meaningful change starts at home, and we are committed to making a real impact in the lives we touch. Whether through charitable initiatives, volunteer efforts, or simply lending a hand where it's needed most, we strive to uplift and support those around us. For us, it's not just about contributing—it’s about creating lasting connections, fostering growth, and helping ensure that our communities thrive. Together, we can make a difference, one thoughtful action at a time.

Our Team on Culture

How our team describes our culture.

At NEST Capital, our culture is built on collaboration, innovation, and connection. We thrive on teamwork, encourage fresh ideas, and support each other in meaningful ways.

Inclusivity and transparency are at the heart of what we do, aiming to ensure that every voice is heard and valued. Whether we're working hard or celebrating together, our environment is both engaging and fun, fostering a sense of purpose and belonging.



NEST CAPITAL



Are You Ready?

Your journey starts today - grow with us!

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