

JD Messenger and Essence Champion Values and Beliefs

phi·los·o·phy (f-l s -f)

n. pl. *phi·los·o·phies*

(1) Love and pursuit of wisdom by intellectual means and moral self-discipline. (2) Investigation of the nature, causes, or principles of reality, knowledge, or values, based on logical reasoning rather than empirical methods. (3) The critical analysis of fundamental assumptions or beliefs. The discipline comprising logic, ethics, aesthetics, metaphysics, and epistemology. *

What does philosophy have to do with leading a company, marketing products, or living your life? Everything! Who we are and what we do is based on a complex set of principles, beliefs, and value systems. This is called philosophy.

Our philosophy, and that of an Essence Champion, is that we embrace the following Core Values, Guiding Principles, and Beliefs. If you ever believe that an Essence Champion is not representing our philosophy, please send us a confidential email using our contact form.

Our Core Values

1. Trust: By demonstrating trust, we receive trust. Trust is comprised of four elements - intent, integrity, competency and results.
2. Integrity: Saying what you mean, meaning what you say and standing by your convictions.
3. Faith: Believing in something greater than ourselves that binds all of humanity.
4. Sharing: Sharing our gifts and abilities to help others.
5. Compassion and Understanding: We show sympathy and empathy for our fellow man and we try our best to be tolerant and patient as we seek to understand the needs and concerns of others.
6. Forgiving: We forgive those who cause us suffering, especially oneself.
7. Authentic: We are boldly original to who and what we are with no pretenses, regrets or apologies.
8. Congruent: Being the same person in all aspects of our life.
9. Transparent: We share information and knowledge with each other and our associates and clearly state our intentions.
10. Courageous: We recognize that fear holds us back but our desire to make a difference is stronger.

Guiding Principles

Guiding Principles are not rules or policies. Nothing in the World of Essence can be rigid or set in stone. Times change, events, people, and needs as well. So a Guiding Principle is just that, a standard that guides our thoughts and actions, and ours include:

1. We are personally responsible for our life, health and prosperity.
2. We were all born with a future, a dream and a gift and by promoting hope, happiness and joy we inspire greatness.
3. We treat others with respect and dignity, and provide encouragement and support.

4. All ideologies and theologies exist for the betterment of humanity.
5. Truth and justice are paramount in order for a society to evolve.
6. Accountability, authority and responsibility go hand in hand.

Our Beliefs

1. Everyone has a unique gift that provides unlimited potential and power.
2. Every person is endowed with the unalienable rights of life, liberty and the pursuit of happiness. We help each other embrace these rights.
3. All people are created equal, regardless of race, sex, national origin, and ideological or theological belief and our differences make us stronger.
4. Everyone has the right to free speech and self-determination through free will and choice, but the abuses of which may result in inequalities or loss of liberties.
5. Life is a journey, not a destination and we help each other along the way.
6. We are born equal but may not live equal as compensation and reward is commensurate with performance and effort. In other words, there is no handout, you must work hard to become all you can be.
7. Basic values and virtues are essential to maintain order and balance.
8. The planet and our diversity of races, cultures and species are a vibrant ecosystem, all connected and integrated in a living universe. Each of our actions causes a reaction. We do our best to maintain sustainability and regeneration.
9. Most conflicts can be resolved peacefully by promoting respect, tolerance, patience, compassion, forgiveness and understanding.
10. Love is the most powerful force in the universe. We strive to do our best to love each other, our way of life, and our natural resources.