



## Mission

Brooklyn Creative League creates extraordinary coworking spaces and cultivates authentic professional communities. We support companies and individuals who share a commitment to community, collaboration, and mutual benefit. Together, we create businesses, communities, and local economies that are vibrant, inclusive, resilient, and just.

## BCL Principles



### 1. Extraordinary Coworking Spaces.

At BCL, we are committed to designing, building, and running extraordinary coworking spaces. Our spaces are:

- Warm, welcoming, and productive.
- Meticulously designed and scrupulously managed.
- Just feel good to be in.
- Look terrific and function even better.
- Designed with form serving function: Things just work right.



### 2. Authentic Professional Communities.

If space is BCL's yin, community is our yang. Authentic professional community means:

- BCL employees and BCL members treat one another with kindness, respect, and thoughtful courtesy.
- We listen to each other with an open heart.
- We are generous with our knowledge, resources, and social capital.
- We strive to create mutually beneficial business dealings.
- We treat each other with respect and conduct ourselves with integrity.
- When conflicts arise, we deal with them directly, always seeking a win-win.
- When we wrong others, we take responsibility for our thoughts, words, and actions--and we do our best to make it right.

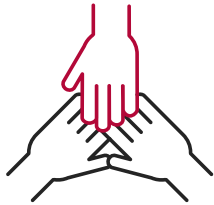


### 3. Great Service.

Since BCL's employees are responsible for running an extraordinary space and nurturing our community, we must lead by example, providing great service day in and day out. Great service means:

- We go the extra mile for members, ensuring that every individual has an amazing experience.
- Our bottom line--profits, jobs, and well-being--are derived from customer satisfaction.
- Seeking authentic, human connections with each and every member.
- Finding ways to surprise and delight our members--every single day.
- Cultivating patience, generosity, compassion--towards ourselves, towards each other, and towards BCL members.

# BCL Principles (continued)



## 4. A Unique Place to Work.

BCL is committed to being a fun, challenging, and fulfilling place to work. Being an extraordinary place to work means:

- Employees, owners, and partners are compensated well.
- We are committed to each other's professional and personal success.
- We work hard and have fun.
- We embrace diversity.
- We communicate openly, honestly, and directly with each other.
- We provide opportunities for growth and advancement for our staff.
- We take the initiative by actively working to improve the BCL experience.
- We take smart, calculated risks to improve and grow the business.
- We learn from our errors and correct them quickly.



## 5. Solid Profits.

Profits are the wellspring of all we do.

- We operate at a healthy level of profit.
- We invest for the long term.
- We are all active stewards of BCL's financial well-being.
- We are committed to generating profit that supports business growth, investor returns, and the wellbeing of staff, owners, members, and our local communities.



## 6. Sustainable Growth Through Direct Community Ownership.

We generate social and financial equity through direct, broad-based ownership.

- We are committed to sharing investment opportunities with a broad range of investors, including BCL members, employees, local neighborhood residents, and mission-aligned investors.



## 7. Generosity and Justice.

We generate social and financial equity through direct, broad-based ownership.

- We actively use our development, hiring, procurement, and contracting power to promote businesses that share similar values.
- We seek to hire, mentor, elevate, and partner with individuals and organizations who have historically been subjected to discrimination and marginalization.
- We give at least 5% of profits to nonprofits and social investment.
- We encourage our staff, members, and partners to participate in community service, activism, and social investment.