# **Our Values**

We have put our values at the centre of our new strategy. We have backed these with neuroscience insights to illustrate why they matter so much to us.

### Courageous

We are courageous change makers committed to challenging assumptions, taking risks and having difficult conversations

**Courage comes from the gut.** Although we may experience it as a feeling, it is triggered at an instinctive level. It anchors us. It precedes emotion and thought in the chain of human reaction. The primary cause of courage is belief, feeling inspired to engage in a cause that is bigger than ourselves. When we are inspired, we are primed to engage. This reflects a deep, underlying need to be part of something greater, something that we believe in.

### Compassionate

## We are open, understanding and heartfelt, encouraging the nourishment of our whole selves and others

**Compassion comes from the heart.** The heart is the centre of our connectivity to others and our energetic environment. It has important neural connections with the emotional limbic system of the human brain. Moreover, it constantly tunes into the energy that surrounds us. This is a critical capability in feeling empathy for others and in sensing connection with nature.

### Creative

#### We are innovative and resilient in an ever-changing world

**Creativity comes from the brain.** The prefrontal cortex of the human brain is the centre of our creativity. It is the region of the brain where we assemble our complete blend of instincts, feelings and thoughts to create a rich tapestry of human processing, capability and expression. Here is the seat of our imagination, our ability to conceive of the unknown, the bigger picture, and the horizons that lie beyond our experiences.



"The values of Caplor Horizons represent a state of total engagement, where we are instinctively, emotionally and intellectually invested in a cause that is greater than any one of us. We feel a compelling connection with the total community of which we are a part.

When we are aligned through shared values we are in a state of energetic resonance and we amplify the energy collectively available to us. They become the fuel of our intent.

The channel for this intent is then provided by our sense of purpose, which gives us a direction of travel and shows us the horizon we wish to explore.

Whilst we can explain the different roles of gut, heart and brain, they are part of a highly sophisticated integrated system, collaborators within the human organism".



Clive Hyland

**Neuroscience Advisor**