

Motto –

Be Gloriously Human

Mission –

Connect people through the power of story in a book, from a stage, or around a game table.

Vision –

Through creatives of varying arts, lead with love to show that we have infinitely more that unites us than divides us.

Values –

- *Abundance*
 - *Embracing a mindset of plenty, encouraging innovation and opportunities in all creative endeavors, and lifting others without fear of them as competition.*
- *Kindness*
 - *Valuing empathy and respect, creating a supportive and positive work environment, convention environment, and coaching atmosphere.*
- *Learning*
 - *Prioritizing continuous education to enhance skills and stay ahead in creative and entrepreneurial fields.*
- *Listening*
 - *Actively hearing and valuing all voices to cultivate inclusive and diverse storytelling and to ensure shared expectations and goals by all parties.*
- *Health*
 - *Promoting physical, mental, and emotional well-being to sustain high energy through creative endeavors and long-term creativity.*
- *Passion*
 - *Driving projects with enthusiasm and a deep love for the creative process.*
- *Compassion*

- *Understanding and sincere support of colleagues, customers, clients, and fellow creatives through challenges, fostering a caring workplace.*
- *Growth*
 - *Encouraging and participating in personal and professional development to evolve talents and achieve excellence.*

Purpose –

- *Connection*
 - *Fostering genuine relationships that inspire creativity and collaboration across projects, teams, communities, and society.*

Perspective –

Diversity—not just in appearance, but in thought, emotion, culture, background, nature, and experience—has always been a part of Creation, and it's up to the creatives to remind the world of that fact so that it can impact them for the better.

Accepted Beliefs –

We are all gifted with purpose and there is enough work to go around for creatives willing to do the hard work.

AI Statement -

We see AI as an incredible tool and partner in the creative industries, but not as the actual creator. Ideas, words, and voice should belong to and come from the artist, whether that artist is creating words, visual art, or other forms of expression. If AI is feared or avoided, however, we will become irrelevant in a market where the tools will not be going away. For this reason, we dedicate time to understanding, learning, and practicing ethical AI usage knowing (or at least hoping) that the legal standards will eventually align with ethics. Examples of Red's AI usage include: creating concept pieces that are shared with paid human artists to create with their skill set; pulling in my own narration, story concepts, structures, and voice to train my personal LLM with only my best work to help develop outlines (which I then correct, edit, personalize, develop, and write); storing my story bibles and world data for my own usage as I develop longer works or series; editing blurbs or marketing content for wordcount or to better reach my target audience; creating beats out of a written piece so that I can

better identify areas that are ripe for more detailed fleshing out; comprehensive editing of my own work before it goes to professional editors; and general research (which I use to guide me to more detailed research).

Actions –

- Culture Demonstrating Actions:
 - Connect Creatives to One Another
 - Seek Opportunities for Growth
 - Encourage Positivity in Communities
 - Support Worthy Causes within Communities
 - Provide Foundation to New Players in my Markets