



# CULTURE CODE

*From here to the world!*

# What is a Culture Code?

It is a detailed document that outlines the culture of our organisation.





**It informs everyone about Who Cru is  
and How we get things done here.**

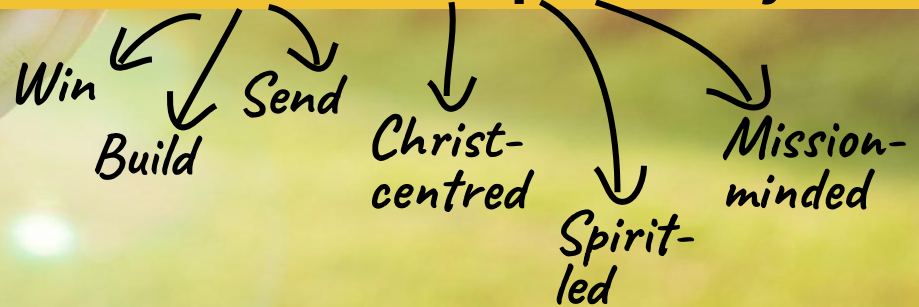
With **Christ at our centre**, we believe that Culture Code is the **underlying operating system** that drives our global missions movement.



A person's arm is visible, holding a globe of the Earth. The globe is positioned in the lower-left quadrant of the frame. The background is a bright, hazy sunset or sunrise over a field, with the sun low on the horizon, creating a warm, golden glow. The person is wearing a red shirt. The globe shows the Americas, with 'SOUTH AMERICA' and 'BRAZIL' clearly visible. A small compass rose is visible on the globe's surface.

*Who is Cru?*

**Cru is a global missions movement  
that Makes Disciples Everywhere.**



*We love Jesus, love people.*

*To the ends of the earth... (Acts 1:8)*

*Go, make disciples of all nations...  
(Matt 28:18-20)*

*These phrases from the Bible stoke  
our hearts...*

*Be (continually) filled with the Spirit...  
(Eph 5:18)*

*... Entrust to faithful people... to teach  
others also.  
(2 Tim 2:2)*



*We're about pioneering into missional gaps.*



*Our legacy is one of pushing new frontiers  
and breaking new grounds.*

*We are Cru.*

**Read and watch: [legacy.cru.org/](https://legacy.cru.org/)**



*We deeply  
value:*

**Faith**

**Growth**

**Fruitfulness**

**Love**



**Faith.**

We depend on God moment by moment, as He leads us — anytime, anywhere, at any cost, to do anything.



# Growth.

We are committed to the maturity of  
*both ourselves and* the people God  
has entrusted to us.



## **Fruitfulness.**

We serve/lead from a heart of rest. On that foundation, we welcome feedback and healthy accountability — to more effectively  
Make Disciples Everywhere.



**Love.**

We love Jesus.  
We love one another.  
We love people.

Because our dream is to see the *entire world* hear about, see and experience *Christ's love*, we take pains to make sure all staff and teams are:

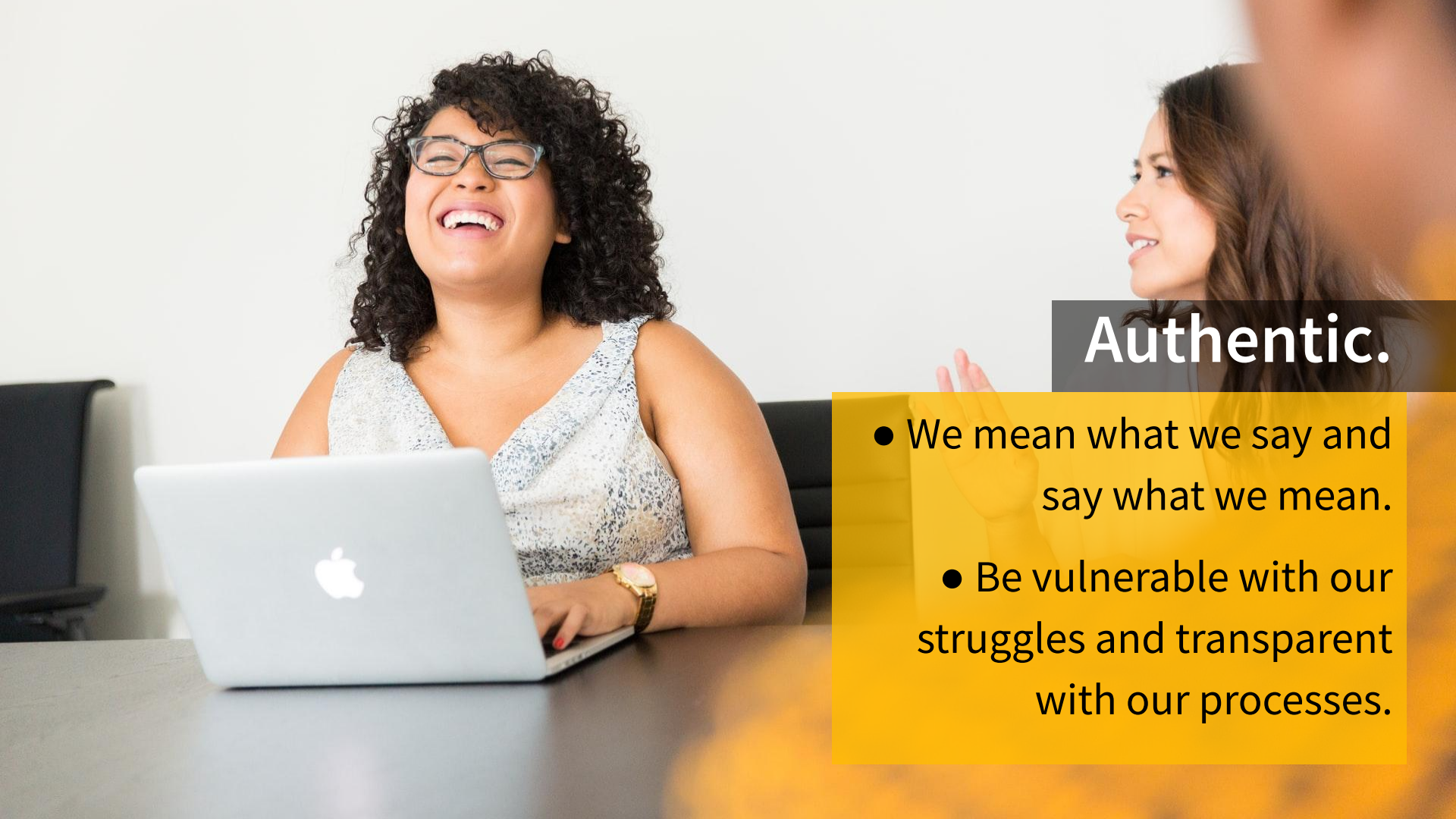
**Authentic**

**Agile**

**Collaborative**

**Connected**

*a 2A2C  
Environment!*



## Authentic.

- We mean what we say and say what we mean.
- Be vulnerable with our struggles and transparent with our processes.



Personal  
**MANN®**

**EMS**

UNIS  
scheide  
sports

Scheide Sports

# Agile.

- We do whatever it takes to stay sharp and effective in our mission.
- Be willing to adapt, adjust and innovate fast.



## Collaborative.

- We are open to Spirit-led partnerships.
- Proactively share plans and resources with one another.



# Connected.

- We help each other feel heard, cared for and understood.
- Be people who are safe for others to share what they truly feel/ think.

An environment of deep trust fosters  
friendships and innovation.

A group of people is gathered outdoors at dusk or night. In the background, a cityscape with lights is visible against a dark sky. The foreground shows the backs and shoulders of several people, some wearing casual clothing like a striped tank top. The overall atmosphere is social and relaxed.

“I want before God that everything, every thought, attitude, action, motive, desire in my heart be pleasing to Him.

I ask Him, 'Keep the spotlight of your Spirit on me so there would be nothing impure or unholy in my life.'”

*~ Dr. Bill Bright ~*

*Co-founder of Cru*

*We are Cru.  
This is our  
Culture Code:*

**Faith**

**Growth**

**Fruitfulness**

**Love**

**Collaborative**

**Authentic**

**Agile**

**Connected**



## Faith

- We depend on God moment by moment, as He leads us — anytime, anywhere, at any cost, to do anything.

## Growth

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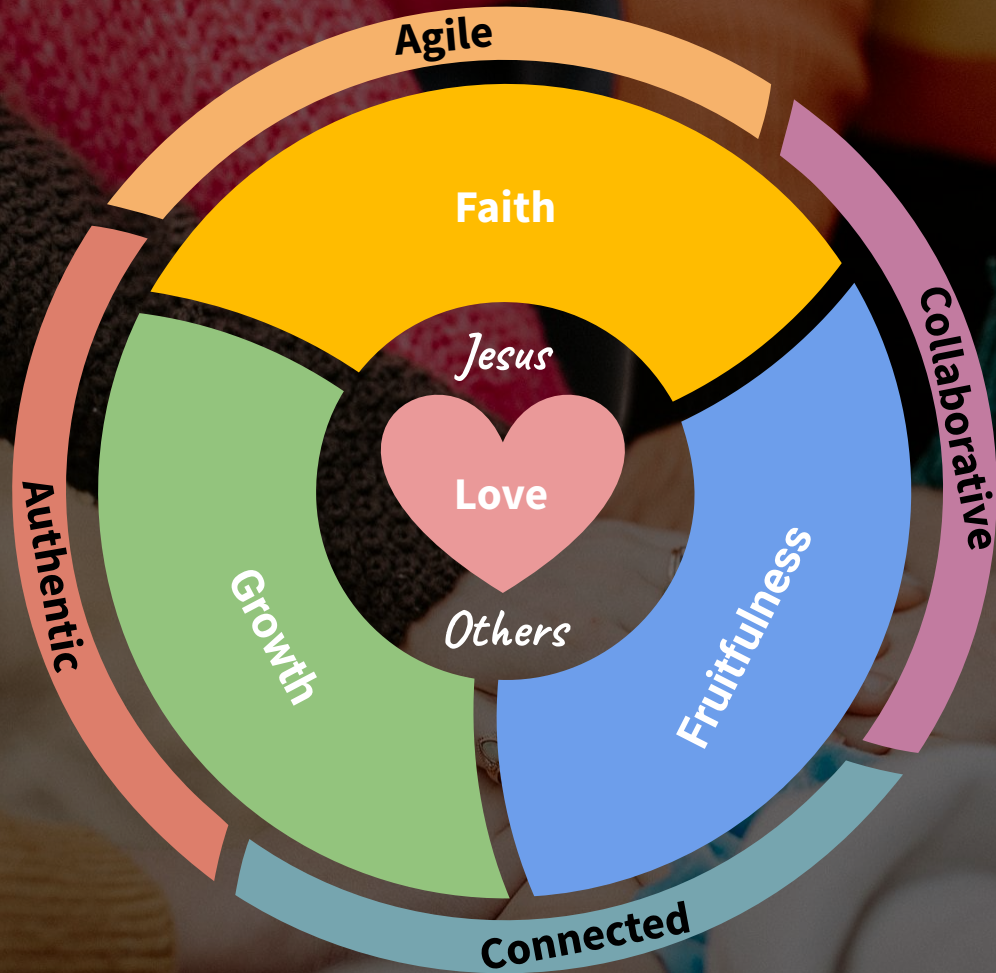
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## *Vision for Culture-change:*

A spiritually vibrant staff family that lives out 4Vs (**Faith, Growth, Fruitfulness, Love**), building a 2A2C (**Agile, Authentic, Collaborative, Connected**) Environment.