
Mission & Guiding Principles



Mission

Our worker-owned triple-bottom-line company is an evolving model for the emerging regenerative economy.

Guiding Principles

To conduct our triple-bottom-line (people, profit, and planet) business as follows:

PEOPLE & COMMUNITY

- Create long-term, stable, meaningful jobs with living wages and exemplary benefits.
- Support our families in every possible way.
- Nurture a culture of inclusion, learning, cooperation, teamwork, and fun.
- Encourage individual creativity, health, opportunity, and fulfillment in the workplace.
- Share our expertise widely for the benefit of other businesses, organizations, and communities.
- Pursue affordable housing opportunities which help to preserve community.
- Strengthen our local economy and engage in community policy-making and civic discourse.
- Establish enduring and respectful relationships based on trust.

- Deepen our understanding and practice of employee ownership and workplace democracy.
- Reflect the communities we serve.

PROFIT & PRACTICE

- Provide a superb experience for our clients from the beginning to end, and beyond.
- Embrace new ideas with a bold and flexible approach.
- Seek projects that are consistent with our values.
- Grow only with purpose.
- Concentrate our endeavors on Martha's Vineyard.
- Practice internal transparency and open book management.
- Fully combine beauty, craft, and science in our projects.
- Produce work that will be loved and admired for generations.
- Honor craft and those who practice it.
- Base our business decisions on long-term thinking.
- Be consistently profitable.

PLANET & ENVIRONMENT

- Deepen our understanding of the environmental consequences of our operations.
- Embrace regenerative principles to restore our environment and community.
- Create and implement strategies for climate change mitigation and impact reduction.
- Facilitate renewable energy use in our region.
- Aim for zero energy in the short term; aim for zero waste and zero discharge of toxins in the long term.
- Encourage our clients to minimize resource consumption.



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