

Our Values

The Sister Code

SISTERHOOD



We believe in women backing each other. Our Sisterhood:

- Lifts each other up
- Authentically represents and celebrates women's beauty and strength
- Supports each other by collaborating, peer learning and cheering each other on

CONNECTION



We believe that we are more powerful together. We join the dots and connect Sisters to:

- A community of like-minded women
- Education and tailored support
- Business coaches and networks
- The business ecosystem

WOMEN AS AGENTS OF CHANGE



We believe that women-led businesses can create powerful change. When our Sisters do business, they create good... in our families, communities and society.

They break down barriers, force change and move us all on. They make the economy a more equal, inclusive place.

BUSINESS DONE DIFFERENTLY



We believe in businesses that are:

- Environmentally sustainable
- Good for people
- Kind to animals
- Women owned (inc ownership of the brand)
- Considered and conscious

STANDING TALL



We believe in supporting women to 'stand tall':

- Lifting each other
- Living with dignity
- Equality
- A 'level playing field'
- Valuing diversity
- Inclusiveness
- Respect