

The Advancing TIDE

NEWSLETTER

June 17, 2020



What is Six Organizing and Defining Principles of TIDE?

The Strategic Moves of TIDE



ESG as a Business and Financial Metric - Defining ESG as an investment metric which allows investors to consider our sustainability strategy for internal governance of procedures. These systems are erected in place to ensure transparency, accountability and proper management of all company policies, client work product and project management.

Social and Collective Impact - TIDE seeks to make large social impacts in the local community and its client/project sites. By fostering partnerships

for full community impact, TIDE strengthens the ability to generate the vital change needed in this industry.

Design-Thinking - TIDE incorporates and employs design-thinking to customize and tailor both business and deliverables. From corporate culture, vision, strategies and customer experience, TIDE creates improvements to enrich employees and customers experiences.

The Disruption Theory - TIDE seeks to be a disrupter within its industry to promote sustainability, while also employing strategies to ensure insulation from disrupters within the industry.

Team-of-Teams Leadership - Our leadership and project management skills deploy synergistic and inter-disciplinary teams to maximize our impact and drive value to our customers.

Lean Sustainable Strategies - Understanding and modeling the design-to-processes of lean strategies allows TIDE to promote its value and flexibility. TIDE utilizes data, AI and analytics to adapt in the current environment to persevere while moving forward, ensuring TIDE's continued advancement.

TIDE's commitment to these organizing principles and core values permits navigation during the unexpected dips or swells in today's fast-paced global marketplace.