



# THE KEEN MOVEMENT

**CULTURE MANIFESTO**

# WHAT IS **culture?**

The collective beliefs and behaviors of people within a particular group. Several factors mould these cultures, resulting in so many cultures coexisting in society today.

**so why  
create  
a new  
one?**

Society will always consist of different cultures, each with it's unique needs...

But instead of focusing on their differences, we should rather focus on the values that stitch them together.

# our values

Compassion | Diversity | Empathy  
Fairness | Inclusion | Integrity | Respect



A group of people holding hands in a circle, symbolizing unity and community. The image is overlaid with a semi-transparent red filter.

**“ Let's create a society  
that has a keen  
culture. ”**

# what is a keen culture?

Humans are social beings, which makes us naturally inclined to care. The core of who we are stems from our need to be cared for and therefore our need to care! This is what being keen is all about - we call it the keen gene.

**“ With the keen gene  
we can harness our potential  
to live life with compassion,  
love and empathy. ”**



OKAY SO, PUTTING IT

# together...

## KEEN GENE

Creates a collective consciousness that sparks a shift in mindset and lifestyle, appealing to anyone.



## KEEN PEOPLE

The core of who we are stems from our need to be cared for and therefore our need to care!



## KEEN CULTURE


Collectively keen people creates a culture that's filled with love, empathy and compassion.





# compassion leads to passion



We're more likely to connect with others when we're compassionate. The more connected we feel, the easier it is to embrace our passion.



We should all strive to live a life that is fueled by passion. Not only will this result in bigger impact, but happier people too!



As people, there's a  
better way for us to be.

By being keen, there's  
no better way to be.

**it's a no  
brainer  
really...**

OUR

# Keen Code:

WE ...

invest in others  
dare to imagine  
commit to quality  
believe in purpose  
pay attention to detail  
reject the idea of 'normal'  
obsess over being considerate

A close-up photograph of several hands of different skin tones clasped together in a circle, symbolizing teamwork and unity. The hands are positioned in the center of the frame, with the fingers interlocking. The background is blurred, showing what appears to be an office or meeting environment with a laptop and some papers. The lighting is soft and natural, highlighting the texture of the skin and the fabric of the sleeves.

**“ Let's create a culture.  
Let's be keen! ”**

WE KNOW WE ARE... WHAT ABOUT YOU?

**thank  
you!**



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