

What is  
humanly  
possible?



Maybe a better question is “what isn’t?”

The world today is filled with zillions of mindboggling examples of our collective ingenuity and perseverance.

And almost every discovery, invention, development and advance began with a “what if” moment—a glimpse into what could be.

At Front Porch, we know something about human possibility. We see it and live it every day with all the remarkable people we are honored to serve.

We see it in the limitless compassion and resourcefulness of our team members.

We see it in the strides we have made since 1999—as we grew from an idea to a market leader.

And, we see it in the shifts that define how people want to live their lives.

Asking ourselves what is humanly possible isn't just an intriguing exercise.

It's an imperative.

Because today, reimagining and reinventing is the price of admission for successful, flourishing endeavors—like ours.

Changing regulations, populations, generations, family involvement, quality-of-life opportunities, and technologies all demand that we not rest on our laurels, but stretch beyond our comfort zone. It is up to us to see these challenges as opportunities, and rise to the occasion. It is the agile and adaptable that will prevail.

This is nothing new, of course. From the very beginning we've been pioneers, pure and simple. The work we do is on a fast-moving stage filled with lots of moving targets.

But today, more than ever, we need every mind, every discipline, every level of our company working together on what's possible, what's achievable, and what's next.

Because, no matter the job title or department, each person is a wellspring of experience, insight and possibility—and a crucial contributor to every challenge and opportunity we confront and embrace.

And though all of this represents something of a sea change, it's a natural evolution of our culture, our way of thinking, our commitment to each other and the way we operate.

Keeping Front Porch out front—where our success and growth have always been—means we all need to think and work differently to help create what’s next.

When we think about how we can create opportunities to enrich the lives of others, there are eight actions we can take. Each demands attention, discipline—and even courage—to do well. Together, they can transform not just the way we think, work, and grow, but they can transform the lives we touch.

You’ll find an introduction to these eight actions on the following pages.

A hand with red-painted nails holds a black rectangular frame. Inside the frame, a single white rose is visible against a blurred background of a yellow field and a blue sky. The word "Observe" is written in white across the center of the image.

Observe



What do you see and hear? At work.  
With family and friends. In the news. In  
business or technology. What's going on?  
How is change happening? Where are  
trends emerging? Thoughtful attention is the  
first step to discovery, and the beginning of  
real opportunity.

It's a way in. Through keen perception,  
we can discover and identify where needs  
and possibilities lie.



Inquire

Every great leap forward begins with an inquisitive mind. Curiosity—wanting to understand what’s really going on and how things work—is fundamental to forward motion. Does it take effort or sometimes courage to ask the right questions? Of course. But the payoff for asking *why* or *why not* is a vivid understanding of what’s possible.

And with inquiry comes the responsibility to listen with compassion and empathy—ensuring that we truly hear the answers.

A person with short brown hair is holding a small globe of the Earth. The globe is positioned in the center of the frame, showing the continents of Asia, Australia, and parts of Africa and Europe. The person's face is blurred in the background, looking directly at the camera. The word "Expand" is written in a blue, sans-serif font across the middle of the globe. The globe has a wooden base with a yellowish-brown finish.

Expand

When we were kids, our minds were free to roam in a million different directions. As professionals, we've all learned to narrow our view, to specialize (and excel) with a particular skill set. That's mostly a good thing, but it can limit our view of the bigger picture.

We all benefit from learning and expanding throughout our lives. And now, more than ever, being able to see out beyond our daily to-do list will help us all get where we're going faster, easier. This is where thinking and working differently come in. A willingness to expand supports our commitment to forge new directions.



Link

The phrase “connecting the dots” has become a cliché in business. But for all the right reasons. Being able to see patterns and make connections between apparently unconnected things is where creative problem-solving takes off.

Back in 1999, who would have guessed that computers, entertainment, self-expression, phones—and now watches—would all get intermingled the way they have? Today, thinking about solving problems using emerging technologies, new techniques, new ways of collaborating, and a range of partners brings new possibilities.

Today, it’s about connection—and that includes personal, human connection.

A man in a black tank top and dark pants lies on his back on a grey stone floor. He is surrounded by a large, circular ring of many small, colorful rectangular tiles. The tiles are arranged in a spectrum of colors, including red, orange, yellow, green, blue, and purple. The word "Imagine" is written in a large, white, sans-serif font across the center of the image, overlapping the man and the ring of tiles.

Imagine



Many of us insist we're not particularly creative in the traditional, arts-related sense of the word. Yet we're all in possession of that amazing imagination that has followed us from childhood.

When insight and knowledge inform imagination, dreams turn into the kind of ideas that can change everything. Imagination is our most powerful tool for tapping into possibility and seeing where we can be in a month, a year, or a decade.

A large, clear glass beaker is the central focus, containing several test tubes. The beaker has a scale on its left side with markings at 200, 300, 400, and 500 ml, and the text "APPROX." below the 500 ml mark. The test tubes are tilted and contain liquids of various colors: red, yellow, green, and blue. The background is plain white.

Experiment

Experimentation goes beyond imagining into trying and doing.

When we devote ourselves to the cause that is our business, we also tap into the potential for us to adapt, reinvent, anticipate and embrace an evolving endeavor in a constantly evolving age.

Experimentation risks failure, but accelerates discovery and growth. When we are willing to dream big—and embrace what we learn if we fail—we move toward real insight and achievement.



Collaborate

Everything we are individually grows exponentially when we come together to share, learn, confront and expand our sense of things. This is where big dots get connected, plans are forged, roles are defined, values are honed and commitments are made. It's where community and camaraderie create an even greater sense of opportunity and purpose.

Frequent, open-ended exchange is essential to our culture, our mission, and our future. Through unique partnerships and connections, we expand out in all directions, connected to a common goal.



Inspire

We tend to think of inspiration as that rarest of moments that comes out of nowhere. But it is, in fact, in each one of us. Nothing is more fundamental to growth and fulfillment than feeling inspired. It's what motivates us, gives our endeavors meaning, and energizes us to "go for it."

At Front Porch, creating inspiring communities and finding new ways to meet needs is what we do—it's our passion. We are driven by this cause, and by the potential of what's possible. And it's no surprise that lifting each other up and investing in an inspiring workplace and journey forward can heighten both our resolve and our enthusiasm to do great things.



# The Starting Line



When we think about the potential embedded in each of these actions, it's not hard to grasp that there's nothing we can't do if we put our hearts, minds, and spirits into it. It's about doing everything possible to find bold new ways to meet the growing needs of all those we are privileged to serve, now and in the future.

And, when we ask ourselves what is humanly possible, we find the answer lies with us. Humanly Possible<sup>®</sup> honors the ingenuity, humanity and compassion that define Front Porch. It is an authentic expression of our dedication, and affirms our cause-based commitment to collaboration and innovation.

Taking up these actions will not only drive us forward—it is how Front Porch will be transformed. That’s what it takes to move mountains, create masterpieces and change lives.

And that’s what Humanly Possible,<sup>®</sup> and Front Porch, are all about.







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