

## WHY THE BUTTERFLY?

At the surface, the butterfly may seem like an odd choice of totem to represent our company. Dig a little deeper and you'll see it's quite fitting.

## BUTTERFLIES SYMBOLIZE JOY

Butterflies seem to dance as they flutter among the flowers. Even in the most chaotic environments, when a butterfly floats through, it appears to be calm and at peace. They remind us not to take life too seriously, to be empathetic of others, and to look for the positive in any situation. The butterfly is your open invitation to create joyful moments with others.

## BUTTERFLIES SYMBOLIZE EVOLUTION

Butterflies evolve from caterpillars only capable of crawling ever so slowly along a leaf to becoming butterflies capable of taking flight across seas and continents. The lesson of the butterfly is to transcend ourselves. It's to be self-aware, accept reality, let go of our fixed mindsets, and embrace the next phase of our existence.

It's only through this adaptation and evolution where we emerge into who we will be next. Whether you're developing a difficult project, dealing with a challenging person or experiencing a major life set back, adapt when the opportunities present themselves. Growth and change do not need to be traumatic. The struggle is real optional. Change can occur as gently and as joyfully as you wish. Every. Single. Moment. Is an opportunity to evolve.

