

Staff Values

POW ❄️

Who We Are

At POW, we believe in the power of the Outdoor State to drive bold, collective climate action. We come from different places, backgrounds, and sports — and we know our movement is stronger when it includes all communities that love and depend on the outdoors. We believe in imperfect advocacy — that no one needs to be perfect to take action. Our power lies in showing up, speaking out, and moving forward together. These values guide how we work, how we lead, and how we build a movement strong enough to protect the places and experiences we love.



Built for the Climb: We are people who set the bar high because the mission demands it. We show up prepared, are creative with every challenge, and follow through with grit.

Train Every Day: Like any athlete, we train hard, learn quickly, and hustle to improve every day.



Decisive Action: We choose bold lines and commit with clarity. We focus on where it counts to win at the margins.

Progress Over Perfection: We don't wait for the right conditions. We commit, adapt, and keep moving forward.



Power in Community: We trust and care for each other, show up despite our differences, and find strength in connection and shared purpose. We go further when we go together.

Clear is Kind: We communicate directly, celebrate the wins, take feedback seriously, and stay honest to keep moving.