



Wilbur World Wide

Our Vision

Wilbur World Wide exists to *make the common extraordinary*.

Increasing global unity by highlighting common people, ideas and issues from around the world in innovative ways and making them “extra ordinary”.

Our Mission

To create unique interactive opportunities through music, dance, social media and motivational workshops to inspire people to become better global citizens and to increase their Cultural Intelligence.

Core Values

1. Character over Appearance
2. Quality over Quantity
3. Respect for all
4. Serving others
5. Fun, Energy and Enthusiasm

Wilbur World Wide pursues these values in many ways. The primary ways in which we demonstrate these values are as follows.

General

1. Creating a fun atmosphere for people to freely express themselves through music and dance.
2. Developing Cultural Intelligence to work towards global solidarity.
3. Modeling humanitarian service.
4. Working toward justice on issues of poverty, caste, racism and gender discrimination through dialogue and education.
5. Using the World Wide Web to foster global community.

Corporate

1. To develop ongoing loyal relationships with businesses by tying Cultural Intelligence to their products in dynamic ways.
2. To showcase our partner and their products through our strong social media networks, concerts, cross promotions and conventional media that are facilitated through Wilbur World Wide.
3. To create an ethical corporate framework which can accomplish the above goals while staying true to our core values.

While Wilbur is an entertainer, his core value is not entertainment in itself. Entertainment and humor are used as tools to draw the necessary attention to issues of relevance to Wilbur World Wide.