We are in pursuit of contributing to society as meaningful global corporate citizens, conducting our business in a socially responsible and ethical manner, respecting the law, insisting on universal human rights and doing all that we can to protect the environment. We expect the same from our value chain and we do all we can to benefit the community in which we work.
CUSTOMER FOCUS
Our goal is to exceed our customers’ expectations. To surprise them with high-quality products that showcase new features and capabilities, backed by excellent service, inspiring them to create and perform in ways that were previously not possible.

COMMITMENT
We are passionately driven to achieve our customer-focused goals, thereby ensuring that our products will be the first choice of consumers everywhere.

RESPECT
People come first. We always strive to recognize our common humanity and to treat everyone whose world we touch with the same dignity and respect with which we treat our friends and family.

EXCELLENCE
We are committed to the highest measure of excellence in every aspect of our business—from serving the individual customer to our role as a corporate citizen within the global community.

INNOVATION
As musicians, we strive to continually reimagine how we do things, with the aim of enriching, simplifying, and sometimes entirely reinventing the way music is made.

INTEGRITY
We aim to always act with the greatest integrity and to make ethical choices that benefit our employees, our customers, and the environment, ever mindful of our responsibility to make the world a better place for everyone.
CSR PILLARS

- Social Responsibility
- Sustainability
- Philanthropy
- Value Chain
GOAL
To help foster a world that embraces inclusivity, spreading awareness of the concerns we feel are most important to us and the global music community. We will focus on issues involving the denial of equal rights, equal treatment, and equal opportunity, as well as workplace diversity, all in pursuit of a social environment where every person is empowered to live up to their full potential.

EMBRACE DIVERSITY
We believe that diversity in all its forms is critical to achieving both our company’s and our community’s potential by tapping into the full spectrum of human experience and innovation.

TOLERANCE, CURIOSITY, AND FLEXIBILITY
Diversity can only be accomplished and supported through a culture of openness and the desire to understand different perspectives. Maintaining meaningful relationships with one another will facilitate these actions.

USE OUR PLATFORM TO DO GOOD
The power that our platform grants us also gives us the responsibility to lead by example and comment publicly on what we see as social and ethical moral imperatives. Using our platform and our resources to take a stand is the right thing to do.

BE AUTHENTIC
We align to the vision and the mission as everyday people, not just as YGG employees. Team members have a personal stake in the team’s overall success.
GOAL
Operate with as net-neutral of an impact on our environment as possible

GREEN SPACES
The creation of more "green spaces" in our office, environs and the world beyond.

ENERGY CONSERVATION
Increased environmental quality and reduce costs.

WASTE MANAGEMENT
Lower volume of material waste output and reduce energy expenses.

REUSE, REPURPOSE, RECYCLE
Generate less waste and minimize the impact on our landfills.

RENEWABLE ENERGY
Reduce reliance or possibly eliminate the dependence on the grid.
PHILANTHROPY

GOAL
Enhance and make a difference in the communities which we serve and live, and in the broader community of guitarists world-wide

COMMUNITY
Community is the wider world in which YGG (comprised of its employees and consumers and artists) exists and the institutions that enhance social connections among people.

ALIGNED VALUES
Alignment of YGG values with the communities where we work and live and with those of our customers’ communities.

DONATIONS
Corporate and Individuals’ personal donations of meaningful value to support non-profit organization aligned to either Corporate values and/or the individual contributors.

VOLUNTEERISM
The policy or practice of volunteering time or services.
GOAL
To Ensure That Our Supply Chain Is Comprised of suppliers and partners who put the highest value and respect for human life and the environment.

SAFETY
Operation of a secure and accident free environment and safe operation of our products by our customers.

FAIR PRACTICES
Operation of a complete supply to sales partner to customer chain that ensures a equitable and legal value exchange at all points of intersection.

HEALTH
Support, and maximize the well being of the organization and partners.

ENVIRONMENT
Ensure we are only doing business with partners who value the environment.