

Over Communicate

WITH APPROPRIATE RESPECT FOR CONFIDENTIALITY, SHARE INFORMATION FREELY. LEARN TO ASK YOURSELF, "WHO ELSE NEEDS TO KNOW THIS?" INFORMATION IS ONE OF OUR GREATEST ASSETS.
FIND IT, SHARE IT, USE IT.

Always Ask Why

BE CONSTANTLY CURIOUS AND QUESTION WHAT YOU DO NOT UNDERSTAND. THERE IS NO BETTER QUESTION THAN "WHY?" AS IT OFTEN LEADS TO DISRUPTIVE INNOVATION.
BE CURIOUS.

Be Accountable

TAKE OWNERSHIP OF YOUR THOUGHTS, BEHAVIORS, ACTIONS, AND PERFORMANCE.
PROVE TO OTHERS THAT THEY CAN COUNT ON YOU.

Work Hard, Play Hard

LIFE IS A BALANCING ACT. ENGINEER YOUR DAY FOR ULTIMATE PRODUCTIVITY AND ENJOYMENT. CHALLENGE YOURSELF TO MAXIMIZE YOUR WORK EFFORTS.
BE PART OF THE TEAM, AND LIVE YOUR BEST LIFE.

Do The Right Thing, Always

BE COMMITTED TO DOING WHAT IS BEST FOR THE ORGANIZATION AS WELL AS FOR THE PEOPLE.
DO THE RIGHT THING, ESPECIALLY WHEN NO ONE IS LOOKING.

Details. Details. Details.

BE A FANATIC ABOUT ACCURACY AND PRECISION. FROM THE SPELLING OF A CLIENT'S NAME TO THE SPECIFIC LANGUAGE OF THEIR FUNDAMENTALS, FROM THE WORDING ON A SURVEY, TO THE COLOR ON A LOGO...
DETAILS MATTER.
DOUBLE CHECK YOUR WORK.

Drive Innovation

DO NOT BE SATISFIED WITH THE STATUS QUO. REGULARLY REEVALUATE EVERY ASPECT OF YOUR JOB TO FIND WAYS TO IMPROVE. THERE ARE NO LIMITS WHEN YOU ARE OUTSIDE OF THE BOX.
EMBRACE INNOVATION.

Practice Blameless Problem Solving

APPLY YOUR CREATIVITY, SPIRIT & ENTHUSIASM TO DEVELOPING SOLUTIONS, RATHER THAN POINTING FINGERS AND DWELLING ON PROBLEMS.
LEARN FROM EVERY EXPERIENCE.

Go The Extra Mile

DO WHAT IT TAKES TO ACCOMPLISH THE JOB... PLUS A LITTLE MORE. EVEN IF IT TAKES DOING SOMETHING THAT IS NOT IN YOUR JOB DESCRIPTION,
IT IS THE EXTRA MILE THAT SEPARATES YOU FROM THE REST.

Make Quality Personal

TAKE PRIDE IN THE QUALITY OF EVERYTHING YOU DO. BEST EFFORT IS OUR STANDARD AND EVERYTHING YOU TOUCH HAS YOUR "SIGNATURE".
SIGN IN BOLD INK.

Figure It Out

ATTEMPT TO SOLVE THE PROBLEMS YOU ENCOUNTER FIRST BEFORE ASKING FOR HELP.
PROVIDE SOLUTIONS INSTEAD OF COMPLAINTS.

Embrace Failure

FAILURE IS THE MOST UNDERRATED ROUTE TO SUCCESS. EMBRACE IT AND LEARN FROM IT! RECOGNIZE WHEN FEAR IS LEADING TO PROCRASTINATION OR STALLING A DECISION.
FAIL FAST, FAIL OFTEN, LEARN FASTER.

Celebrate Success

REGULARLY EXTEND MEANINGFUL ACKNOWLEDGMENT AND APPRECIATION - IN ALL DIRECTIONS THROUGHOUT THE COMPANY.
CELEBRATION BREEDS SUCCESS!

Be Transparent

SPEAK HONESTLY IN A WAY THAT MOVES THE ACTION FORWARD. MAKE CLEAR AND DIRECT REQUESTS. SAY WHAT YOU MEAN AND BE WILLING TO ASK QUESTIONS. SHARE IDEAS & RAISE ISSUES THAT MAY CAUSE CONFLICT WHEN IT IS NECESSARY TO THE TEAM'S SUCCESS.
STATE YOUR PEACE.

Seek Feedback

FEEDBACK IS ONE OF THE BEST WAYS WE CAN GROW AS INDIVIDUALS. ACCEPT FEEDBACK WITH HUMILITY AND WITHOUT DEFENSIVENESS, WITH A COMMITMENT TO IMPROVE OURSELVES AND OUR PRODUCTS.
BE OPEN TO NEW IDEAS.