

Values and Brand Promises



OUR VALUES

We value **TRUST**.

TRUST is honesty and reliability.

To demonstrate **TRUST**,

- Say what you mean
- Do what you say
- Be genuine and open

We value **COMPETENCE**.

COMPETENCE is knowledge, skills and experience.

To demonstrate **COMPETENCE**,

- Strive for excellence
- Do your personal best
- Be a life-long learner

We value **PASSION**.

PASSION is loving what we do.

To demonstrate **PASSION**,

- Inspire others
- Make a positive difference
- Be enthusiastic

We value **FORWARD THINKING**.

FORWARD THINKING is looking ahead.

To demonstrate **FORWARD THINKING**,

- Generate new ideas
- Embrace change
- Be open to possibilities

We value **COLLABORATION**.

COLLABORATION is working together.

To demonstrate **COLLABORATION**,

- Show kindness and respect
- Communicate
- Listen and be open-minded

OUR BRAND PROMISES

We promise to be **EMPLOYEE CENTERED**.

EMPLOYEE CENTERED is committing to the well-being of each employee.

In being **EMPLOYEE CENTERED**, we will

- Empower employees
- Invest in benefits, education, and recognition
- Create a positive work experience

We promise to be **CUSTOMER FOCUSED**.

CUSTOMER FOCUSED is creating meaningful experiences for every customer.

In being **CUSTOMER FOCUSED**, we will

- Seek feedback
- Be honest and respectful
- Exceed expectations

We promise to be a **PROVIDER OF QUALITY PRODUCTS & SERVICES**.

A PROVIDER OF QUALITY PRODUCTS & SERVICES is delivering excellence in where and how people live.

In being a **PROVIDER OF QUALITY PRODUCTS & SERVICES**, we will

- Embrace a sense of ownership
- Seek opportunities for improvement
- Deliver on details every day

We promise to be an **ENGAGED COMMUNITY PARTNER**.

An **ENGAGED COMMUNITY PARTNER** is making a positive difference in the lives of others.

In being an **ENGAGED COMMUNITY PARTNER**, we will

- Be active and visible in our communities
- Share time, talents and resources
- Encourage, support, and recognize volunteerism