

**Put Your Logo Here**

**Vision, Mission, Strategy, Values**



**Vision**

# Mission



# Strategy

A man in a dark suit, blue shirt, and patterned tie is holding a white sign with the word "VALUES" written on it. He is standing in front of a window with a view of a city skyline. The sign is held with both hands and is centered in the frame.

**VALUES**



# Integrity

**There is no substitute for integrity in things big and small.**

**Integrity is the bedrock value upon which XXXXXXXXX Corporation is built and on which it operates.**

**We will never ever breach our integrity nor tolerate anyone who does.**



# Excellence

**Excellence requires a commitment to being the best of the best, continuous improvement and a positive attitude to achieve ever increasing levels of performance.**

**Excellence is not for the timid soul. It requires you to face down your own fears and dare to be the best.**

**To stand still is to fall behind.**



# Hard Work

**The challenge we face can only be met by hard work.**

**XXXXXXXXXX Corporation will work hard to merit its success.**

**Every individual will know they have done their part when they have fully expended their personal energy in accomplishing their objectives.**

**Don't kid yourself. You know if you are working hard.**





# Teamwork

**The most important characteristic of a successful company is that its objectives are accomplished by a team.**

**Teamwork multiplies the individual efforts of a focused group and makes their collective energies more powerful.**

**We will operate as a team with credit accruing to the entire team.**

**There will be no individual score cards. This is easy to say but tough to practice.**

**We will know we are successful when others desperately want to join our team.**





# Accountability

**When we all know our respective roles, when we all know the plan and we begin to aggressively execute it - it is imperative that we are accountable to each other for our performance.**

**Accountability begins with:**

***“I am responsible for everything that happens or fails to happen  
....”***



# Competition

**We welcome competition.**

**It is a reality of our industry and it hones our instincts and skills.**

**Somebody is going to come out on top. We are willing to compete with all of our energy and skill to be that somebody.**

**If a bear wanders into our reception area, we intend to bite its ass off.**

**We will never be afraid to compete.**



# Stakeholders

**Our business is driven by customers, colleagues and shareholders.**

**Our relationship with our customers and their satisfaction determines the ultimate success of our Company.**

**If we can fashion loyal customer relationships, we have an excellent chance to succeed.**

**If we cannot, we are doomed to certain failure.**

**Our colleagues have invested their lives and careers in our Company. We will conduct our business affairs in a manner to deserve that awesome trust.**

**We have a fiduciary obligation to our shareholders to operate the Company for their financial benefit.**

**We are shareholders and we will act in our own financial interest.**

**Our vendors will assist us in accomplishing our objectives and we will remain fair, respectful and loyal to them. If we cannot develop a mutually loyal relationship, we will part company swiftly.**



# Communications

**We live in a culture of full communication - full, truthful and timely.**

**We know that people desperately desire to know everything that affects their lives.**

**Change becomes more palatable and easier when we know immediately that it is coming.**

**We will communicate fully and truthfully. The good, the bad, the inconvenient.**

**No secrets.**



# Respect

**If we respect our customers, our colleagues and our shareholders - our required actions will become painfully obvious.**

**We will know exactly what to do when our actions are driven solely by respect for our obligations to each of our stakeholders.**

**When we give respect, we earn respect.**



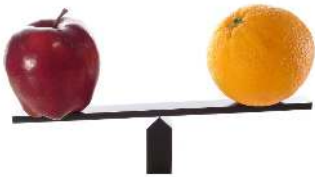


# Trust

**Trust is earned by the character of our actions as we execute our business plan.**

**We will always work hard enough to accomplish our objectives and to build trust.**

**We don't want to do business with anyone we don't trust or for whom trust is not an important consideration.**



# Fairness

**We will play no favorites - among our customers, our colleagues, and our vendors.**

**In every competitive situation, we will ensure that everyone is given a fair opportunity to succeed.**



# Frugality

**We will ensure that every transaction delivers value for our Company and our shareholders.**

**We will extract value from and deliver value to every relationship.**

**We will not waste our money on needless “stuff” or extravagance.**

**Frugality does not mean diminishing quality. Quality is an investment.**



# Urgency

**The world bestows success on those who are done on time.**

**We will endeavor to be “right” and done on time.**

**We will not sacrifice “right” for timeliness.**

**Most of the money in the world gets made by folks who are 80% right but done on time.**



# Mistakes

**We will always try hard enough that mistakes may be made.**

**We will never be so careful that the potential to make a mistake will evaporate.**

**We will tolerate and learn from our mistakes.**

**We will never become reckless but we will be daring.**

**Let's not make the same mistake twice.**



# Risk

**Rewards appear when you manage risk to tolerable levels.**

**We can never remove risk — financial, personal, professional — from our business.**

**We will never be reckless. We will take prudent risks.**

**Sometimes we will take daring risks.**

**Get comfortable with risk. Faint heart never won fair maiden!**



# Technology

**The business world and our Company are confronting the advance of technology every day.**

**We must master the basic technology of business — computers, e-mail, the Internet — as much as we must master the mission of our Company.**

**The future belongs to the technically competent.**



# Measurement

**In life, we manage what we measure.**

**We will measure everything.**

**We will measure our own performance with a dispassionate and critical yardstick.**

**We will all become better businesspersons as we develop the ability to measure our progress with a fiercely independent candor.**





# Attention to Detail

**If God is in the details then so is the profit.**

**The difference between good, better and best is often the level of attention to detail which an organization supports.**

**Let's mine the profit by being attentive to detail.**



# Charities

**We must never forget that a considerable element of our business is based upon charities that are involved with us in order to fund their considerable good works.**

**Remember that our business supports charities whose work is many times infinitely more important than business.**

**Act accordingly.**



# Rewards

**Ours is a business in which success can be measured.**

**We will reward success.**

**We sink or swim as a team and we are solely accountable to our shareholders - so we cannot reap a reward unless we deliver shareholder value.**

**All rewards will always be dependent upon the realization of shareholder value.**



# Fun

**There is no fun like success.**

**When we have all made our individual investments to the  
XXXXXX team, we will achieve our collective goals. This will  
all become fun.**

**Let's stick around until the fun appears. Then let's have some  
fun.**



# Commitment

**Nothing good ever really happens until people make a commitment to something larger than themselves individually.**

**If you're ready, now is the time to make your commitment.**

**Remember the “ham & egg” sandwich?**

**Now, the chicken was a participant, but the pig — he was committed!**