

## Culture Statement

Our culture statement reflects the values, skills and behaviors that we have recognized as being important. The list contains values that we want our company to represent based on each of us contributing to its reputation. It also has behaviors and skills that make working here a positive experience knowing that each of us contributes to making this a reality. We know that as our customers recognize this behavior in us, it will contribute to their experience of our company that will win their loyalty and respect. In making a team decision to write this down, we acknowledge that all the statements may need some work and persistence to achieve.

### **Honesty and Integrity**

Integrity is our guiding value. We stand behind what we say we will do for our customers and each other.

### **Family First**

We must take care of our families first. This does not mean that there will not be inconveniences, but we must balance our priorities between family and work.

### **Creativity**

Creativity and independent thinking are part of our Business Strategy. Embracing change and opportunity is what brought us to where we are today and will shape our future success. We take personal responsibility for searching out a better way and for achieving higher quality. We acknowledge that solutions start with us meaning we are receptive to new ideas rather than saying comments such as: "That's not the way we do it around here" and "That's the way we've always done it."

### **Customer Service**

We continually ask our customers what they want and how we are doing. We must know our customers intimately; so well that we can anticipate their needs, their likes and dislikes. A strong relationship with our customers guarantees their satisfaction and keeps our company profitable. Searching out ways to exceed our customers' expectations is part of how we do business. If we don't meet their needs, someone else will.

### **Positive Attitude and Excellence**

Our Company is a place for "Can-Do" people. A positive attitude empowers us and makes our work environment a great place to be. A negative attitude drains energy and destroys each other's self-confidence. There is no room for negativism in our company. A positive attitude is the foundation for excellence. Excellence is an individual attitude, which defines how successful we will be.

### **Quality**

What we do affects who we are. Each of us brings special talents and areas of expertise to the company. The company's values grow out of each individual's values. We acknowledge we get out of our company what we put in and pride is what we must put in.

### **Knowledge and Skills**

It doesn't take long for skills and knowledge to become outdated in a fast-changing world. We must constantly up-skill ourselves to become expert in our chosen field. Our company believes training our people is the key to successful careers.

### **Courtesy and Consistency**

Strong teams are built on personal relationships and a genuine caring for each other. We ask co-workers how they are doing and listen to what they say. We recognize that clear communications takes effort. We know that each of us have our ups and downs but will consistently make an effort to be courteous and treat each other with dignity and respect.

## Fun

We enjoy coming to work each day and we enjoy each other's company. Having some fun is important to us while at the same time knowing when it is time for play and time for work.

### We employ people that

- Have a sense of humour
- Understand the value of time
- Have great people skills – listening, respectful, honest
- Take pride in their work
- Are confident, keep their promises, are reliable and trustworthy
- Are well organized and tidy.

### Customers remember our brand because

- We are well organized
- We do what we say we will do
- We are efficient and remain focused on their job
- We deliver consistent quality
- Of our clear, open communication
- We are customer focused

### We encourage an environment that is

- Fun
- Efficient
- Organized and tidy
- Open