

## Core Values

**Mission:** We make life easier through innovation and technology

**Goal:** To earn the right to be recommended



### *Honesty & Integrity*

- Make decisions for the greater good of the company
- Do the right thing
- Treat our customers with dignity and respect
- Truthful
- Deliver on our promises



### *Passionate*

- Go above and beyond to get the job done
- Believe our company's success is dependent upon the dedication and focus of each of our team members
- Committed to delivering our missions



### *Professional*

- Treat one another with dignity and respect
- Project a positive attitude about our customers, team members and vendors
- Use the words "please" and "thank you"



### *Excellence*

- Promote innovation
- Drive continuous improvement in everything we do
- Deliver nothing but the highest quality of products and services
- Accomplish our work accurately and completely in an appropriate amount of time
- Communicate with our customers and team members with a positive attitude



### *Customer Focused*

- Listen to our customers
- Respond quickly
- Exceed expectations



### *Charitable*

- Help meet the needs of others