

Trust-Based Operating Principles¹

Establish partnerships with our customers

- ✓ Be as interested in our customers' success as they are
- ✓ Seamless, solutions - no stovepipes
- ✓ Be overly inclusive
- ✓ One team, one fight

Display a high level of integrity

- ✓ Be ethical and totally honest
- ✓ Tell the truth even when it hurts
- ✓ Deliver on commitments

Do it right the first time

- ✓ Excellence - set high standards
- ✓ No surprises!
- ✓ Be more valuable than we cost
- ✓ Create BAM!!
- ✓ Responsiveness measured with a clock and not a calendar
- ✓ Only as good as our last transaction
- ✓ Correspondence properly formatted, grammatically correct, options identified, stands on its own, timely and not last minute

Take ownerships of our mistakes

- ✓ Don't blame others
- ✓ Be the first to inform our customers of the mistake
- ✓ Find a fix quickly
- ✓ Learn from our mistakes, make course corrections, and move on

Take prudent risks

- ✓ Make good things happen
- ✓ Manage our risks
- ✓ Take risks – don't gamble
- ✓ Under promise and over deliver

Have Fun

- ✓ Treat people with respect
- ✓ Give them challenging assignments
- ✓ Provide opportunities for them to learn and grow
- ✓ Celebrate their accomplishments

¹ Created by Clarence C. Crawford