

Core Values

Trust

- Removes uncertainty, allows us to proceed with confidence, inspires action
- Is earned through our actions and deeds
- Allows us to build stable and robust business relationships
- Promotes honest, meaningful and open relationships among our employees and promotes personal growth
- Is reflected in the quality of our products, services and work
- We develop trust by being trustworthy ourselves

Integrity

- Demands that we work to the highest ethical standards
- Commands respect for colleagues and clients
- Provides moral clarity in decision making
- Promotes confidence and accountability
- Is the basis for authentic leadership
- We demonstrate integrity by giving our word and keeping our word

Commitment to Excellence

- We strive for excellence in all that we do
- Inspires high standards of performance, quality, consistency and continuous improvement
- Provides customer satisfaction and builds strong business relationships
- Is reflected in teamwork and high standards of professionalism
- Provides value, quality and pride in our work

Leadership

- Sustains the growth, expansion and success of the company
- Must be authentic and inspire trust, integrity and commitment
- Sound leadership is the basis of effective teamwork
- Promotes personal responsibility and commitment to success
- Inspires innovation, creativity, and embraces change
- All of us are leaders, individually and collectively

Communication

- Open, honest and clear communication expresses our ideas, increases cohesion, enhances personal relationships and fosters creativity
- Should be objective and respect the opinions of others, even when we disagree
- Is the key to providing useful information which provides value for our customers
- Fosters business development and strengthens our professional relationships
- The way in which we communicate reflects our core values
- We listen to others and respect their point of view