



Key Fundamentals For Success

- 1 ACT WITH INTEGRITY.** Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make. Be honest, even when it is difficult.
- 2 LEAD BY EXAMPLE.** The best way to influence others is through your own example. Don't wait for others to change. Take responsibility, both formally and informally, to coach, guide, teach, and mentor others. Share your knowledge regardless of your role in the company.
- 3 BE POSITIVE.** Your attitude is contagious. Work from the assumption that the intent of other's actions is positive. You have the power to choose to be optimistic and enthusiastic.
- 4 "BRING IT" EVERY DAY.** Everyone is needed and everyone's important. Be here and be fully engaged. Be willing to do whatever it takes to accomplish the job...plus a little bit more. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm.
- 5 BUILD MEANINGFUL RELATIONSHIPS.** Everything we do is built on trust, and trust builds relationships. Make smart decisions that enhance long-term relationships. Strong relationships are the foundation of what we do.
- 6 SHOW PEOPLE YOU CARE.** Listen for, and pay attention to, the things that make people unique. Show people you care about them. Be empathetic at all times and think from the client's perspective. See every interaction as an opportunity to create an extraordinary experience.
- 7 BE THE EXPERT.** The value we add for producers is the knowledge and expertise we bring to every situation. Be a student of our products and our industry and make yourself an expert. Confidence comes from superior knowledge. Demonstrate a hunger for knowledge.
- 8 DETAILS MATTER.** Take pride in everything you do. Double check your work for accuracy and precision. Everything you do, everything you touch has your signature. Excellence starts with you.
- 9 HONOR COMMITMENTS.** Do what you say you're going to do, when you say you're going to do it. Be on time for all phone calls, appointments and meetings. If a commitment can't be fulfilled, notify others early and agree on a new timeframe. Our customers expect us to respond to their questions and concerns quickly. Rapid response is a definitive way to separate ourselves from the competition.
- 10 LISTEN GENEROUSLY.** Truly listening is more than simply not speaking. It's giving your undivided attention to the needs and priorities of others. Set aside your own judgments and pre-conceived notions. Listen with care and with empathy. Most importantly, listen to understand.
- 11 SPEAK STRAIGHT.** Speak honestly in a way that moves the action forward. Say what you mean, and be willing to raise issues that may cause discomfort or conflict when it's necessary to reach our goals. Address issues directly with those who are involved or affected. Be open to giving and receiving feedback.

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- 12 BE PROACTIVE.** Be prepared for all meetings, calls, and appointments. Be organized and plan your work for maximum efficiency. Solve problems before they happen by anticipating future issues, planning for contingencies, and addressing them in advance. Think things through.
- 13 TAKE OWNERSHIP.** Set high goals and hold yourself and others accountable for achieving results. Take personal responsibility for making good things happen. Be resourceful and show initiative. Persistence is often the difference between success and failure.
- 14 STRIVE FOR CONTINUOUS IMPROVEMENT.** What got us here is not the same as what will get us to the next level. Be inspired and excited by the opportunities that change and growth bring. Be flexible and open to implementing new approaches. Get smarter with every mistake.
- 15 ALWAYS ASK WHY.** Be curious and question what you don't understand. Healthy discussion creates better solutions. There's no better question than "Why?" Never stop asking it.
- 16 TAKE INTELLIGENT RISKS.** Be innovative. Use sound judgment to make smart decisions that align with company values.
- 17 THINK AND ACT LIKE AN OWNER.** Make decisions by asking yourself, "What would I do if this were my company? What would I do if this were my own money? Will this help the company to succeed?" Represent the company in the best way possible and act in a way that brings honor to us all.
- 18 COMMUNICATE TO BE UNDERSTOOD.** Know your audience. Write and speak in a way that they can understand. Use the simplest possible explanations. Be prepared and confident.
- 19 WORK SMART.** Be organized. Plan your work for maximum efficiency and effectiveness. Know the priorities, and work on the most important first. Achieve balance between work and family for greater productivity and overall satisfaction.
- 20 SHARE INFORMATION.** With appropriate respect for confidentiality, share information freely. Learn to ask yourself, "Who else needs to know this?" Sharing Information and collaborating helps us all to better understand our operations, improve our processes, and deliver results.
- 21 TEAM FIRST.** Be there for each other, and provide support including offering honest and direct feedback. Don't let your personal agenda get in the way of doing what's best for the customer or the team. Step into another role or help a coworker when our success requires it. Believe in and trust everyone's ability.
- 22 CELEBRATE SUCCESS.** Catching people doing things right is more effective than catching them doing things wrong. Say thank you. Regularly give, receive, and ask for meaningful acknowledgement and appreciation — in all directions throughout our company.
- 23 KEEP THINGS FUN.** Keep perspective. Don't take yourself too seriously. Laugh every day.

