Accountability
• Be quick to take personal responsibility and admit when in error
• Invite others to speak into our lives to bring out the best in us

Agreement
• Prioritize harmonious relationships above self or company interests
• Promote a strife-free environment even in the midst of disagreement

Customer Inspired
• Listen and learn from our customers’ feedback
• Respond to customer or employee input in a timely fashion

Empathy
• Consciously put ourselves in the other person’s shoes
• Refrain from judgement and assumption in everyday interactions

Environmentally Kind
• Protect the environment through wise stewardship of the earth’s resources
• Remain mindful that we are borrowing the earth from future generations

Eternal Perspective
• Choose to do today what will outlive us tomorrow
• Value what God values…character, relationships and love

Generosity
• Realize all blessings come from God, and we get the joy of sharing those blessings with others
• Believe that the best investment we can ever make is into the life of another person

Gratitude
• Remember that without God, we have no purpose and without customers, we have no company
• Seek opportunities to say, “thank you” through both word and action

Humility
• Recognize that apart from God we can do nothing of true significance
• Remain teachable with an open mind to feedback

Integrity
• Always do the honorable thing regardless of the consequences
• Maintain congruency between our values and our actions

Life/Work Balance
• Value people over profits
• Encourage rest and rejuvenation which results in better creativity and production

Prayer
• Inquire of God in all we do
• Admit we are not able to accomplish any of this on our own

We need God, we need people, we need each other.