

EVERYONE MATTERS

Living this Value

Making sure everyone is seen.

Taking your people's development personally.

Craving a diversity of thought and engaging the quiet ones.

Considering everyone when making a decision.

Not Living this Value

Ignoring others.

Avoiding those you're unhappy with.

Not listening to opinions different from your own.

Not considering others in decisions that affect them.



WE TAKE CARE OF EACH OTHER

Living this Value

Tough Love.

Caring for the whole person —personally, and professionally.

Not letting the little things become big things.

Moving toward those who are crushed in spirit.

Not Living this Value

False praise.

Pretending that work isn't personal.

Thinking the little things don't matter.

Allowing people to silently struggle.



LEADERSHIP IS HERE TO SERVE

Living this Value

Leaders leading from the front.

Being in it with your team.

Giving responsibility to your people.

Setting high expectations and teaching.

Not Living this Value

Directing from the safety of the sidelines.

Doing someone's job for them.

Never allowing them to make mistakes.

Not following up.



HIGH CHARACTER & HARD WORK ABOVE ALL ELSE

Living this Value

Daily discipline and focus to the process.

Getting comfortable being uncomfortable.

Doing the right thing, always.

Be gritty.

Not Living this Value

Being asleep at the wheel of your career.

Never challenging yourself.

Doing the right thing, sometimes.

Giving up.



ALWAYS KNOW WHERE YOU STAND

Living this Value

Courage to look in the mirror

Being candid with yourself and others.

Asking for feedback.

Not letting your pride get in the way of your growth.

Not Living this Value

Avoiding the hard truths

Sugar-coating feedback

Avoiding feedback

Thinking you have it all figured out.