



Why values matter

Values define the moral and ethical environment of our company. Values drive our daily behaviors and define norms of conducting business and interacting with our team members, vendors and customers. By defining our values, we are setting clear expectations and a foundation of behaviors which we all agree to personify.

Core Values

Integrity

We expect all team members to consistently practice the moral and ethical principles (values) adopted as our cultural norms. Simply put, doing the right things and behaving morally even when no one is looking.

Honesty

We expect all team members to be honest and honorable in all their dealings; internally and externally. We have zero tolerance for deceitful or deceptive behavior. We will be responsible and driven to do the right thing.

Hard Work (Grit or Hustle)

We expect all team members to be high performers; to work rigorously to meet all expectations and goals with the company's best interest in mind. We expect our employees to conduct themselves in a manner that is worthy of being depended upon.

Unity/ Teamwork

We expect all team members to work cooperatively with the company's best interest in mind. Teamwork includes self-discipline and individual role fulfillment as to not hinder other roles in the company.

Accountability

We expect all team members to be responsible, reliable and dependable. We are responsible for fulfilling our individual obligations. We will take personal responsibility for our own actions and the outcome of our efforts. We know that mistakes will be made, but we are each accountable to learn from our mistakes, accept consequences and modify behaviors moving forward.



Humility

At all levels of the company, we expect team members to be open to accountability and feedback on their conduct and job performance. We will be self-aware and willing to acknowledge when a mistake has been made and take responsibility for our actions. We will treat our team members, vendors and customers of all levels with respect and honor.

Generosity

We expect all team members to be generous and charitable in their judgements of and interactions with others. We will conduct ourselves with kindness and patience.

Implementation of Values

We cannot build a coherent company culture without individuals who are willing to embrace and embody its core values and guiding principles. Adherence to company values is expected. Our company values will be a part of review criteria and promotion consideration. Violations of our company values will be considered a disciplinary matter and will be noted in your HR file and could possibly lead to termination. This is stated simply to impress the importance that is being placed on adherence to our company values.