

**BEING CUSTOMER
FOCUSSED**

*"If it doesn't help
our customers,
we shouldn't
be doing it"*

**REMEMBERING
WORK IS ABOUT
PEOPLE**

*"people buy from people"
"an e-mail is not
a conversation"*

**ACHIEVING WHAT
OTHERS THINK
IS IMPOSSIBLE**

*"Think big and
believe in yourself"*

**WE ARE
BUILDING AN
EXCEPTIONAL
COMPANY
BY....**

**WORKING AS
A TEAM**

*"Everyone's
contribution counts"
"No politics"*

**SOLVING
PROBLEMS**

*"Confront reality
and take action"*

**DISPLAYING
PERSONAL
LEADERSHIP**

*"Set high standards
for yourself"
"Lead by example"*