

# CULTURE GUIDE

## The 21 Emotional & Behavioral Expectations for Our Team.



### **Lead: Be the Organization**

Wherever you are and whomever you are with, you are the organization. Live the values. Promote the vision. Be the culture by being the living example of what the organization stands for when you are with fellow team members and customers.

### **Live Our Culture**

Team members come from varied backgrounds and experience. We value the diversity and experiences everyone brings to the organization. Put that experience to work within the defined culture of OUR organization. Leave any bad habits from previous employers behind and get fully engaged in the culture we have defined for the success of our organization and everyone in it.

### **Follow: Be Loyal**

Every organization has leadership and systems to direct, guide, make decisions, and move things forward. People are not perfect. We all need support to do our jobs and carry out our responsibilities. Support everyone in their area of responsibility by responding, respecting, and valuing each person in their respective areas of responsibility both in and outside of his or her presence. If you can't support someone, go talk to him or her directly and get it resolved. It is unacceptable to be disloyal to any member of the team outside of his or her presence.

### **Show Respect**

We always treat each other with respect. Even though we may not always agree with each other, we work out our differences and always give the benefit of the doubt to the other person. We keep all of our verbal and non-verbal communication on a respectful level. Most importantly, we practice the Platinum Rule: "Treat others the way THEY want to be treated."

### **Be Solution Minded**

As Theodore Roosevelt said, "Complaining about a problem without posing a solution is called whining." In our organization, we all agree that if you identify a problem, you'll first try to develop a solution for the problem before coming to others. If you can't find a solution, bring the problems to others and ask them to help you solve it. Always work to find solutions to the problems. Don't whine.

### **Be Early**

Everyone wants to work with a team where everyone can rely on each other. It starts first thing every day. That's why we all agree that, "When you're early, you're on time; when you're on time, you're late; and when you're late, you're lost."

### **Be Ready**

In addition to being early, we are always prepared to start the day being properly dressed, groomed and fed, with all of our work tasks in order. Whether it's when we start the morning meeting or at other times during the day; Be Ready.

### **Leave your Baggage at the Door**

Everything that happens in our office every day has an impact on each team member and influences how we interact with our customers. Team members bring the best of who they are to work each day by "leaving their baggage at the door" and not allowing issues in their personal life to negatively affect other team members. We consider our work environment to be "the stage" on which we perform our very best for each other and our customers.

### **If you don't know, don't say**

We strive to be honest in all our interactions with each other and our customers, even when it is not convenient! Occasionally you may be asked about something you have never heard about or that you're unclear about. Don't blow smoke...people will see through it. Just tell the truth. Say that you don't know but you'll be happy to find out. People will respect you more for it.

### **Do What You Say You'll Do**

The reason our team works well together is because everyone can depend on everyone else 100%. When you commit to do something for a team member, customer, or supplier, make sure it gets done, when you promised, as you promised. If you are not sure how to do something or know there will be things standing in the way of getting it done, say so. You always have permission up front to say you can't do it. But once you committed, it belongs to you to get it done...so make it happen!

### **Be Happy to Do it!**

Everyone likes to work on a team with individual members who are willing to do whatever it takes to make things happen. When asked to help or contribute, team members frequently respond by saying "Happy to do it." Having a willing attitude makes teamwork happen.

### **Follow Up**

Team members form the habit of following up on actions they have initiated or things for which they have taken responsibility. For example, if you have responded to a request, following up by asking if the person got everything they needed. Do whatever you can to ensure there are no loose ends and that you get closure on the things you are doing.

### **Be Positively Impressionable**

Your appearance, behavior, and personal habits influence and impact the connection you make with customers and your fellow teammates. Be Positively Impressionable by mastering your Physical Connection (appearance and greeting gesture), your Signal Connection (eye contact, facial expression, and posture), your Emotional Connection (emotions, beliefs, and a positive attitude), and your Verbal Connection (tone of voice, conversation rhythm, and enthusiasm). You never have a second chance to make a first impression.

### **Show that you care**

Other team members and customers know that we really care about them as people because we are interested in them as individuals. We put people first. Personal concern can be shown in many ways. Show them that you really care.

### **Acknowledge others**

Our team recognizes and acknowledges each other for contributions and performance. Take personal responsibility to thank team members who help you. Find ways to acknowledge those who do things that may otherwise go unnoticed. Congratulate team members and patients for their accomplishments. Everyone likes to know he/she is important and appreciated. Do that for someone each day.

### **Be Nice**

Everyone likes to be treated with respect. Saying "please" and "thank you" to fellow team members, as well as to our customers, demonstrates an attitude of respect and cooperation.

### **Keep It Clean**

We believe that people work best in a professional environment where they feel comfortable. Keeping our office clean and organized is everyone's responsibility. If you see something that needs to be picked up, do it. If you see something during the day that needs to be cleaned up in order for our customers to feel comfortable, just do it.

### **Speak Up**

We value your input, opinion, and participation. Speak up, give your opinion, make suggestions for new things we could be doing that will get better results with our customers. Don't wait for anyone to ask your opinion. Jump in and make a contribution!

### **Take Problems to Their Source**

When teams progress and work together, sometimes there may be differences of opinion or misunderstandings. Those can be times of great growth. If you have a problem, go to the person it involves. It is unacceptable in our office to spread gossip or talk behind a person's back. Always go back to the source of the problem and find a solution so the team can grow and move on.

### **Embrace Change**

Since the organization is always growing, we are always changing. We consider this change to be healthy and positive. Participate in the changes with enthusiasm, and in turn, it will help you grow and learn as an individual.

### **Make it Fun!**

We believe that what you do every day should be fun and exciting. Find ways each day to make our work fun, exciting and entertaining while staying "on purpose."