

# Corporate Culture

## Key Principles

- Customers always have a priority
- We communicate openly and in a constructive manner
- Loyalty and corporate social responsibility are core
- We learn from mistakes
- First serve, then earn
- We cultivate an atmosphere of trust

## Priorities

- What we do is important to our customers
- We follow proven methodologies consistently
- Evolution not revolution
- Solving problems at their source
- We trust people with responsibility

## People

- We are modest
- We live up to our convictions
  - We never give up
  - We encourage diversity
  - We put common-interest before self-interest
- We work well together and are friendly to each other

## Leadership

- We lead by setting the example
- We challenge and support our employees
  - We encourage individual development
  - We cultivate team spirit
  - We give recognition

