

People Powered. Customer Driven.

BEING PEOPLE POWERED

Objective: Drive business performance by putting PEOPLE FIRST and having an obsessive focus on having talented people who are inspired to deliver great results.

- ▶ **Leadership**...great leaders create engagement among associates who in turn deliver extraordinary results.

Description: Recognizing 'people' as the #1 responsibility of a leader; coaching and motivating people to be at their best; recognizing and rewarding the right skills, behaviors and performance; making sound people decisions and outlining a vision that people want to follow.



- ▶ **Caring**...sincere concern for people's well being creates loyalty, increases retention, and it's just the right thing to do.

Description: Creating a climate in which people want to do their best; connecting with people; treating each other with respect and fairness; genuinely caring about the well-being of people, both personally and professionally.

- ▶ **Focus**...concentration on 'people' as a key part of our business strategy positions us for success.

Description: Always considering our human resources in whatever we do; continually assessing our skill levels and making sure we have what it takes today and for our future; making sure those who have the talent and initiative to grow have the support, resources and career paths to get there; building a deep talent bench through proactive planning.

- ▶ **Talent**...having great people is the ultimate competitive advantage.

Description: Having the courage, as individuals and as leaders, to ensure we have the right people on the bus and in the right seats; building great teams; developing ourselves and our people; identifying, hiring, performing and developing to the right standards; never settling and consistently striving to have extraordinary talent.

BEING CUSTOMER DRIVEN

Objective: Achieve extraordinary results by looking at our business through the eyes of our customers and making it easy for them to do business with us and ensuring their experience is memorable.

- Listen** ... seek to understand customer pain points and learn through their experiences.

Description: Be curious and listen to our customers. Absorb their feedback, dig in to all of our data to understand the customer on a deeper level ultimately anticipating and identifying better ways to meet their needs.



- Delight** ... create loyal customers that will become brand advocates and our super promoters.

Description: Continue to provide service that goes beyond our customers' basic needs and wants. Consistently embrace an attitude for delivering untouchable service and quality leaving a memorable impression so powerful our customers will want to share it with others.

- Focus** ... deploy resources where they deliver the greatest mutual business value.

Description: Strive to grow relationships with our customers that unlock value. Align resources and prioritize our actions to target critical customer segments and geographic areas and markets with unique situations so that we can serve more customers.

- Create** ... implement solutions for our customers that differentiate us from our competitors making us *The Natural Choice*.

Description: Expand our competitive advantage by eliminating customer dissatisfaction. Design unique and tailored solutions that make it easy for our customers to do business with us.