



#### **Be Forthright**

Communicate before the fact. Inform as soon as possible.  
Seek to understand before you seek to be understood.  
Email is a tool, not a relationship.

#### **Be Accountable**

Own the customers and their issues to resolution.  
Handle our customers with the value and respect they deserve. They are the life blood of the company.  
Treat others the way you would want to be treated.

#### **Be Adaptive**

Do not say the words "That's not my job."  
Look for ways that we can versus reasons we cannot.  
Take advantage of our company's small size and make it easy for customers to do business with us.

#### **Be Courageous**

If you fail to do your job, stand up and take responsibility, then move on and learn from your mistake.  
Uphold our values even when it is difficult to do so.  
Challenge existing processes that do not make sense.

#### **Have Integrity**

Treat the company's money as if it was your own.  
Always act in the best interest of the company and the customer.  
Perform your job to the highest ethical standards.

## **Rotary Four Way Test**



**Is it the Truth?**

**Is it Fair to all concerned?**

**Will it build Goodwill and Better Friendships?**

**Will it be Beneficial to all concerned?**