



VALUES IN ACTION

I - S - C - A - L - E

I Innovation

Introduce and promote the application of new and practical ideas, products, processes, and procedures. Encourage and inspire others to develop, modify and implement their ideas to improve efficiency, effectiveness, or competitive advantage.

S Sustainability

Demonstrate empathy towards the environment, consciously seek to minimize the negative impacts of one's activities on the environment, and constantly strive to meet the needs of customers without compromising the ability of future generations to meet their own needs.

C Customer Centricity

Anticipate and meet the needs of customers and appropriately respond to them. Demonstrate a personal commitment to identify customers' apparent and underlying needs and continually seek to provide the highest quality service and products to all customers.

A Accountability

Accept responsibility for our actions and decisions and demonstrate a commitment to accomplish work in an ethical, efficient, and cost-effective manner. It is about not giving excuses or blaming others but admitting one's mistakes. It is holding oneself and others accountable for their actions.

L Lead by Example

Set direction and help oneself and others to do the right thing to move forward. Actions mirror the words – walk the talk. Lead by example also means doing the right thing when nobody's watching. Inspire others by your behavior and be a role model.

E Excellence

Strive to do more and be excellent through our continued efforts, will, and desire to learn along the way in addition to delivering quality products and services of unmatched value, constantly raising the bar of our performance.