



Value	Principle/s	Implications
Mindfulness	<p>We think before we act.</p> <p>We are conscious of the consequences of our actions.</p> <p>We are mindful of our limited resources.</p>	<p>We don't rush into larger obligations without firstly giving it time and consideration.</p> <p>We regularly consider the financial, emotional, professional and environmental impact of our decisions.</p> <p>We will innovate so that we can live within our means.</p>
Respect	<p>Do unto others what you would have them do to you.</p> <p>Customers are real people, not just another sale.</p> <p>We have a responsibility to respect our colleagues, our community and our customers.</p>	<p>We show respect for each by valuing each other's time, opinions and skills and give each other the benefit of the doubt.</p> <p>We value our customers by empathizing with their goals and needs.</p>
Authentic	<p>We will do as we say and be what we say we are.</p> <p>We don't pretend to be something that we are not.</p> <p>We are straight up.</p>	<p>We answer support questions within our SLA.</p> <p>We are true to our principles of simplicity and playfulness.</p> <p>We refuse to buy into the idea that we are anything other than what we are.</p>
Care (Give a damn)	<p>Care and quality are two sides of the same coin.</p> <p>We work hard to understand what matters. Once we understand, we care. When we care, quality follows.</p> <p>We over deliver where we can.</p> <p>We don't over extend ourselves.</p>	<p>We focus our resources on what matters the most.</p> <p>We don't make grand promises or claims we can't live up to.</p> <p>We pull out all stops when its clear we need to.</p>
Finish	<p>We measure success by what we finish and not by what we start.</p> <p>We finish so we can continue starting.</p> <p>We finish as strong as we start.</p>	<p>We set and revise commercial milestones.</p> <p>We clearly communicate budgets.</p> <p>We don't bite off more than we can chew. We manage our time effectively.</p> <p>We set realistic goals.</p>