

# GUIDING PRINCIPLES

Be Honest. Serve. Get Better.

## ➤ INTEGRITY ABOVE PROFITABILITY

- Lead with humility and respect
- Earn trust through authenticity and accountability
- Create mutually beneficial relationships with customers, associates and suppliers
- Practice servant leadership and demand the highest standards

## ➤ DEMONSTRATE COURAGE, COMMITMENT AND COMPASSION

- Openly communicate and empower every individual
- Think concretely and act with urgency
- Encourage camaraderie to strengthen our community
- Embrace our social, environmental and economic responsibilities

## ➤ BE REMARKABLE AND CREATE UNCOMMON VALUE

- Deliver results through discipline and ownership
- Facilitate change and foster innovation
- Develop passionate customer advocates through operational excellence
- Focus on our core and win every day

