Example Core Values & Company Culture

Example Vision Statement:

**“ABC is dedicated to becoming the # 1 provider of HVAC solutions to our customers in XYZ market.”**

# 1 Provider Means - Business Philosophies:

The philosophies we will use to guide us are:

1. Focus on the core values and culture for our team and organization
2. Exceeding the expectations of all whom come in contact with ABC
3. Create the finest operating environment for business systems, processes, and people anywhere in our industry.
4. Lead through Servant based Leadership by - Serving our employees and focusing on the development of the highest quality, most talented team in the industry, so they can concentrate on serving our customers.

Core Values that define our culture of ABC:

* Integrity
* Accountability
* Culture of Discipline
* Teamwork
* Innovative Solutions to Improve Performance
* Exceeding the Customer’s Expectations
* Industrious and Strong Work Ethic
* Serving others first
* Respect for others
* Open, Honest Communication

What the Core Values and Culture Stand for:

**Honesty, Integrity and Accountability**

* Always do what you say you are going to do
* Commit to only what you can do to a standard of excellence
* Establishing and maintaining trust in all relationships
* Honesty at all times along with appropriateness
* Be tactful yet truthful, candor with respect

**Discipline**

* Create Processes that support of KPI’s
* Hire the very best people
* Train the very best people to become empowered in local decision making
* Hold the very best people accountable for decision-making
* Reward and measure the performance of - goals, culture, and environment

**Respect for others**

* Treat others as they wish to be treated
* Empathetic, and understanding
* Be sensitive to others feelings
* Listening until it Hurts – What is the meaning beyond words.

**Open & Honest Communications/Dialogue**

* Understand the needs, then re-confirm the needs
* Understand the expectations clearly, re-confirm the expectations

**Serving Others First**

* Responsiveness to others needs
* Place others interest first before our own
* Provide solutions in the best interest of the customer
* Find ways to help people without personal gain
* Develop Trust in all relationships

**Industrious & Strong Work Ethic**

* Focus on positive attitude – control thinking to be positive
* Be passionate & enthusiastic about life and work
* Keep perspective – maintain balance in life
* Make work like play for others
* Utilize resources wisely

**Exceed Expectations**

* Maintain a high standard of quality
* Know what is expected – what is the standard
* Deliver more value than is expected every time
* Act and perform in a Professional manner at all times

**Industry Advocate and Supporter**

* Give back to the industry to help others improve
* Support the industry as a professional

**Teamwork**

* Recognition that developing the team is # 1 priority
* Be 100% supportive of the needs of the team before your own

**Innovative Solutions to Improve Performance**

* Creativity in problem solving
* Stretch the performance boundaries and standards to new heights