

# Company Values

## **Family First**

*Family First* prioritizes employee well-being, work-life balance, and treating people with respect and compassion, much like a family. This approach fosters a supportive environment where employees can rely on each other through challenges, leading to increased job satisfaction and loyalty. While it involves a strong sense of community, it doesn't necessarily mean becoming overly familiar, but rather building trust and mutual support to help everyone succeed both professionally and personally.

This goal is one that is deeply personal to me. Caring for and supporting each employee at work and in their personal life ambitions is what I hope I can do and foster in others.

## **Teamwork**

*Teamwork* centers on collaboration, mutual respect, and collective responsibility to achieve shared goals. Key elements include open communication, trust, accountability, and a commitment to helping one another succeed, which leads to increased productivity and a more positive work environment.

We have incorporated this into the way we set our goals, our bonus plan, our team-based approach toward most decision-making and even our workflows. This goal is deeply embedded within our company.

## **Loyalty**

*Loyalty* means being faithful to the company's values, customers, and employees, and can be demonstrated through commitment, dedication, and alignment with business goals. It is a key principle for building a strong company culture, increasing revenue, and ensuring long-term success, as loyal employees are typically more engaged and productive, while loyal customers provide repeat business and a positive brand reputation. For employees, loyalty is built on a positive work environment and opportunities for growth, while for customers, it is built on trust and a good relationship.

A common thread in high performing organizations is their possessing a tangibly loyal staff and customer following. This is not something that can be taught to either group. It must be earned. I've incorporated this into our Company Values to reinforce our vigilance to actively focus on our culture.

***Other Notes for Presentation***

- How will we make this “present” for employees.
  - Part of landing page on Odoo upon login.
  - Poster in corporate office.
  - Other?
- Company Goal – 2<sup>nd</sup> half unfinished. Still need to define how they work into our personnel review process.