

Operating Principles

Our guiding values ensure we achieve the highest level of personal and company success.

PRINCIPLE NO. 1



BE CUSTOMER OBSESSED

Our customers are our reason for being. The more intimately we understand their needs and exceed their expectations, the more successful our company will be. So put customers at the center of everything we do.

PRINCIPLE NO. 2



DARE TO DO

Only people who dare to fail will be able to achieve exceptional things. Have an idea? Act on it. Found a better way? Show us. Feel empowered to be brave, because innovation can come from anywhere.

PRINCIPLE NO. 3



OWN IT

We don't hide from responsibility. We seek it out. There is no duty too low or too high that we won't step up and take on. We all own the success or failure of our business. And we act like it every single day.

PRINCIPLE NO. 4



TOGETHER WE THRIVE

Individuals can accomplish a lot of great things, but it takes a group coming together as a team to change the world. That's why we respect each other, trust each other, and put the collective above ourselves. When we are together, nothing is impossible.

PRINCIPLE NO. 5



DRIVEN BY DATA

We believe in the power of information. We seek it out. We allow facts to guide us. When we make an argument, or a difficult decision, we do so with the most compelling proof possible. Because data is always more powerful than opinion.

PRINCIPLE NO. 6



EMBRACE THE ADVENTURE

We know each day can bring change beyond our control. We don't overreact to the ups and downs. We celebrate our wins. We learn from our losses. Through it all, we remember to laugh and embrace everything about this adventure.