

Core Values

Promises: We keep our commitments and our word, we deliver for our clients, we operate with integrity, we attend our appointments on time every time, and are prepared for the unpredictable/unexpected. We always under-promise and over-deliver and never make promises we cannot keep.

APlayer: We are always striving to be the best; we perform highly, improve constantly, respect others (teammates, clients, vendors, etc) and ourselves, and we are always learning. We never rest on our laurels. Plus, as A Players, we exercise respect for others.

Logic: We'll always get curveballs and experience situations we haven't been trained on, so we use reasoning and act resourcefully. We have the experience and the intellect to find solutions to our constraints. Do research, seek guidance from the pros, and we have confidence in our decision-making ability. We are never satisfied with reaching a roadblock and giving up. We never say, "It cannot be done" but ask, "How can it be done". We got this.

Systems: We must have SOPs, manuals, checklists, step-by-step procedures, etc. We follow our systems and we make a constant effort to learn and improve them daily, so we can make them leaner and more effective daily. We don't use our brain for remembering tasks. Instead, we use systems and technology for that. We use our brains for brainstorming, strategizing, and decision making purposes and use systems to help with all else. If the systems are inadequate, we challenge them to see how we can make them better; we are never satisfied with the status quo.