* Being a Receptive Communication Partner
* Communication Challenges: Navigating Choppy Waters
* Diplomacy and Tact in Challenging Situations
* **Lives the Values**

**Attribute Behavior Examples**

Intellectually rigorous Make fact-based decision, with judgement

Take an integrated approach

Challenge the thinking

Best People Recruit only the best people

Develop and challenge associates

Reward performance and results

Value diversity of people

Ownership Act like an owner

Empower yourself and others

Create long term shareholder value

Well-managed Be disciplined

Obsess for greater execution

Anticipate and drive change

Communicate too much

Be a leader, first by example

Strategically bold Remember the market is boss

Drive breakout innovation

Hang out a shingle

Be paradoxically conservative

Open Seek and give feedback

Be direct

Be authentic

Admit to and learn from mistakes

Value diversity of ideas

Be humble

Respect for our Customers Offer unassailable products

Communicate with refreshing clarity

Provide efficient and caring service

Deliver on our Brand promise

Respect for each other Treat every associate with respect and dignity

Elevate others

Give back to the community

Integrity Be honest with yourself and others

Demand the highest ethical behavior

Live the Values

Teamwork Work collaboratively

Share information, time and credit

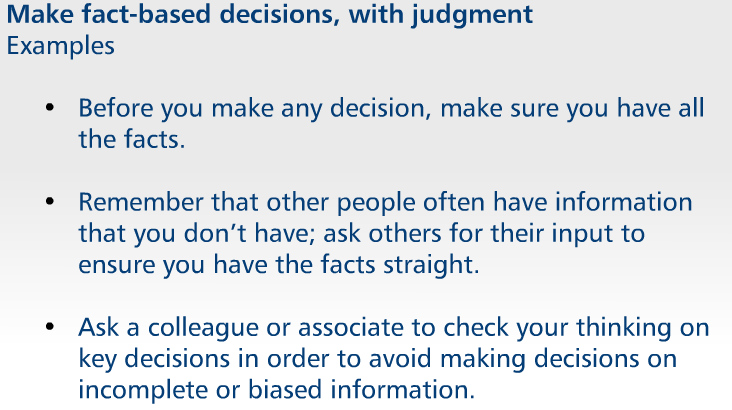
Assume positive intent

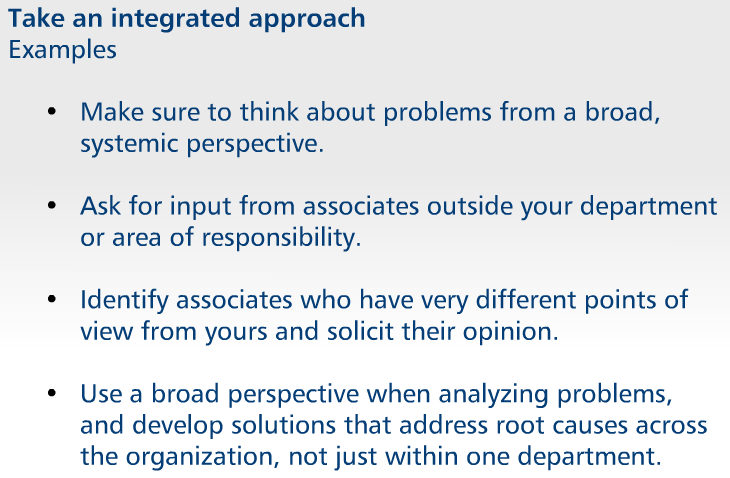
Have fun

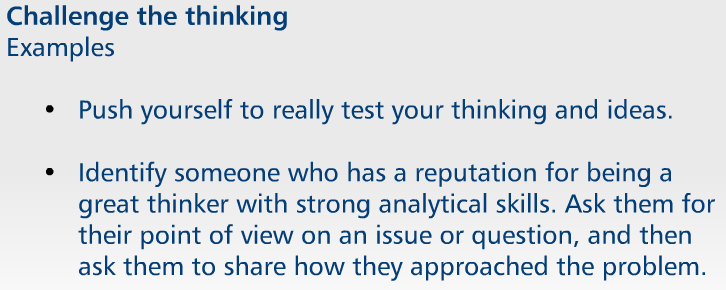


Excellence – I B O W S

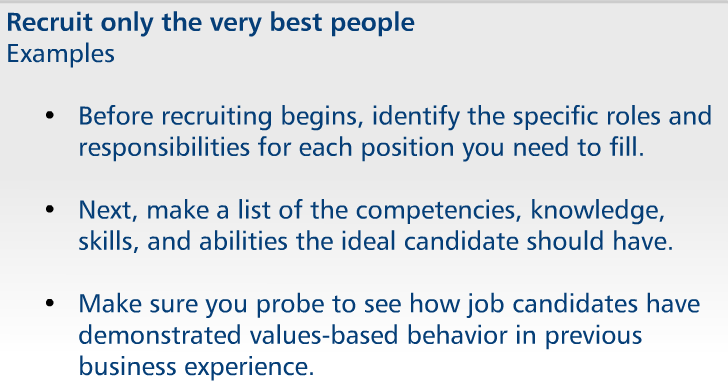
Intellectually Rigorous

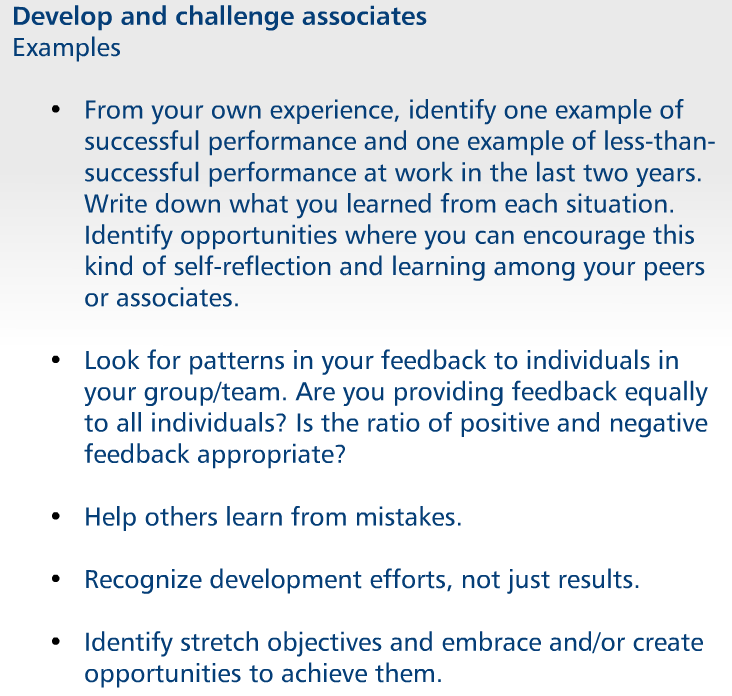


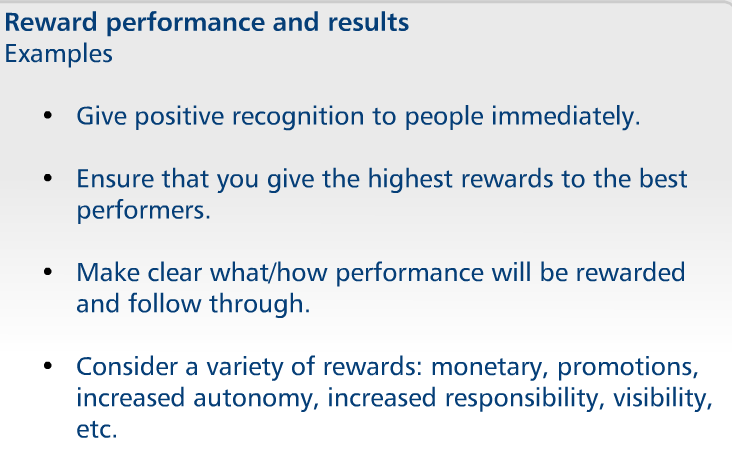


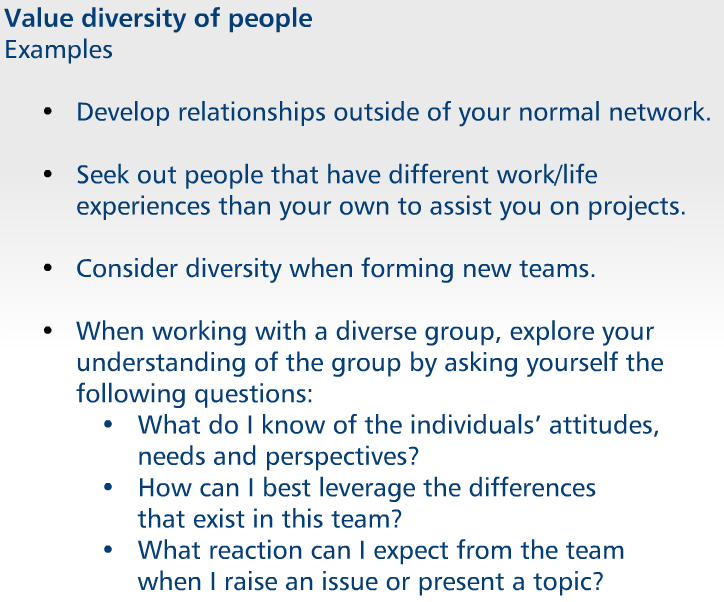


Best People

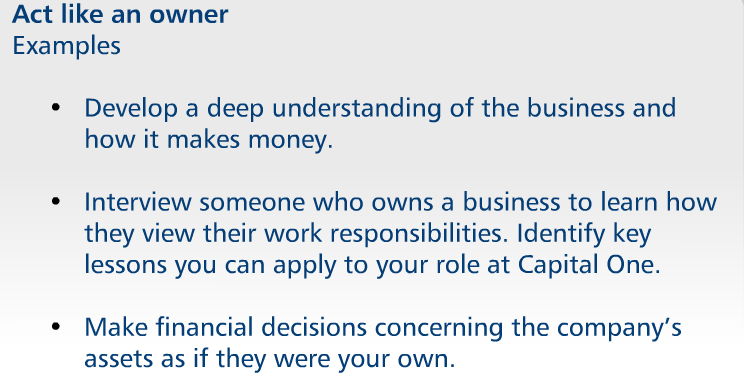


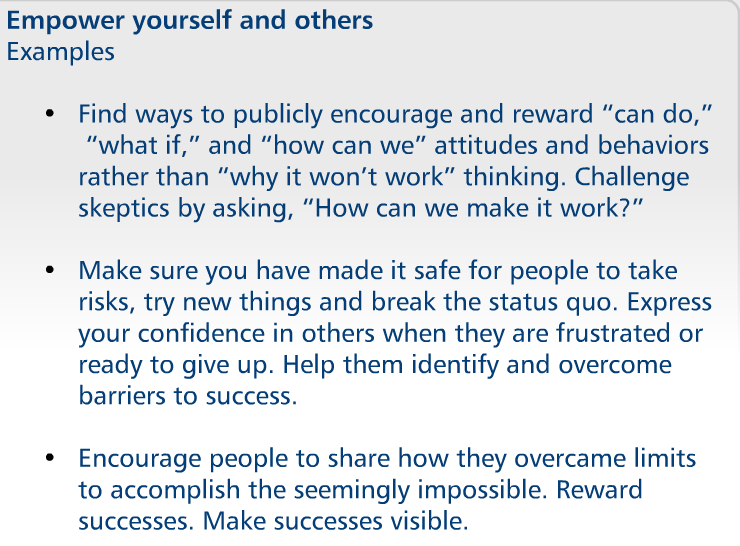


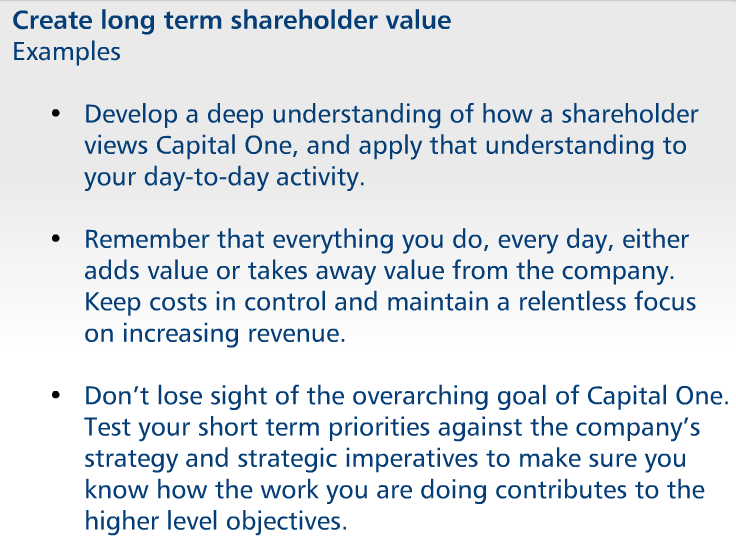




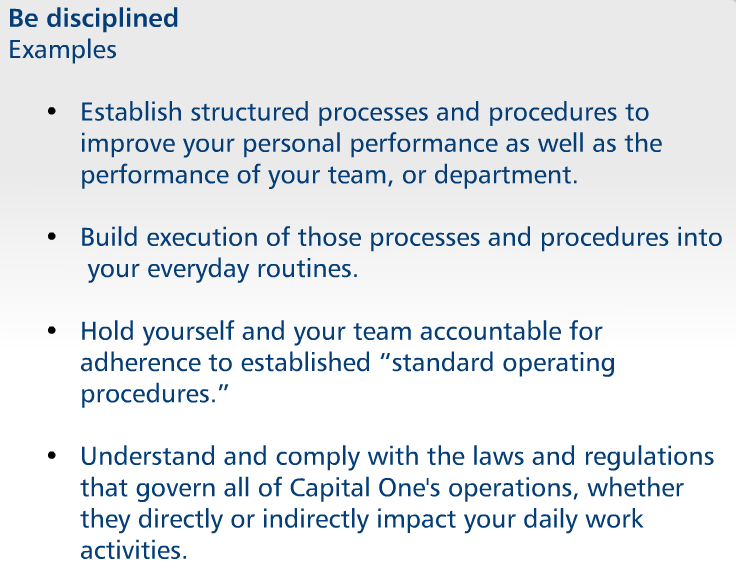
Ownership



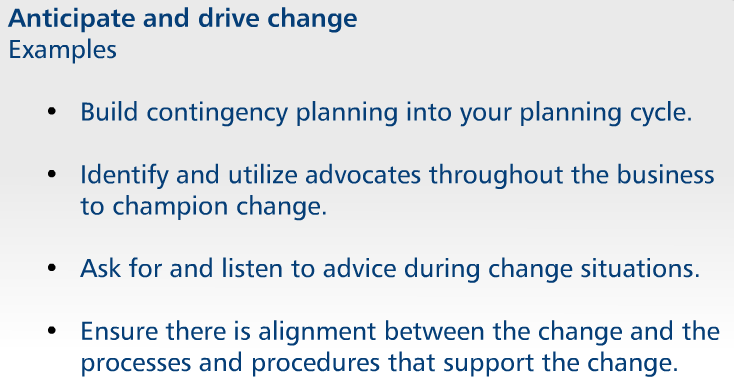


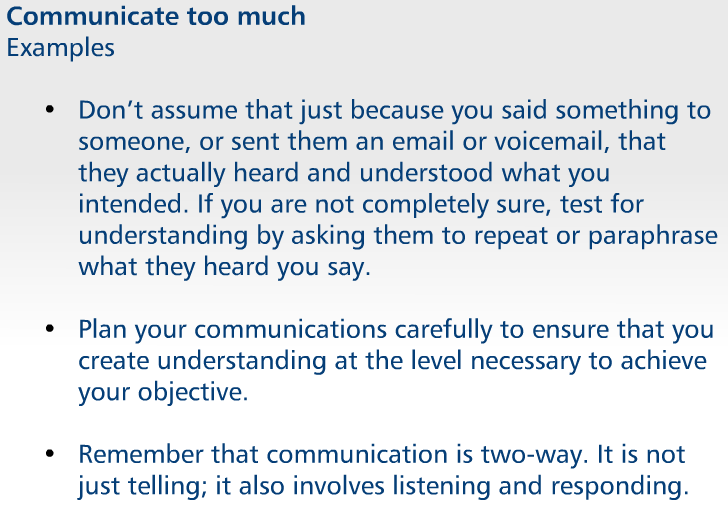


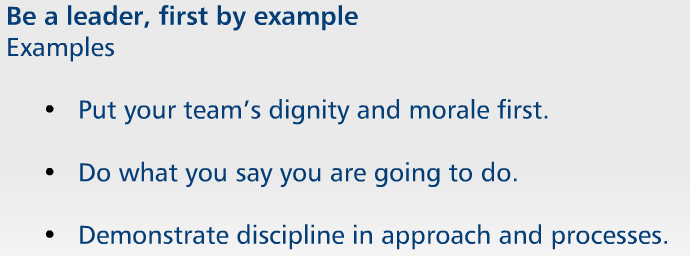
Well Managed





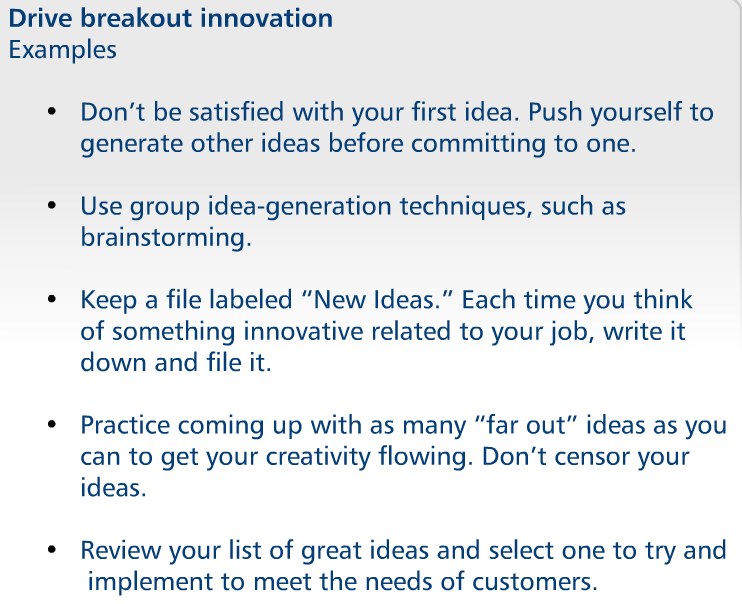


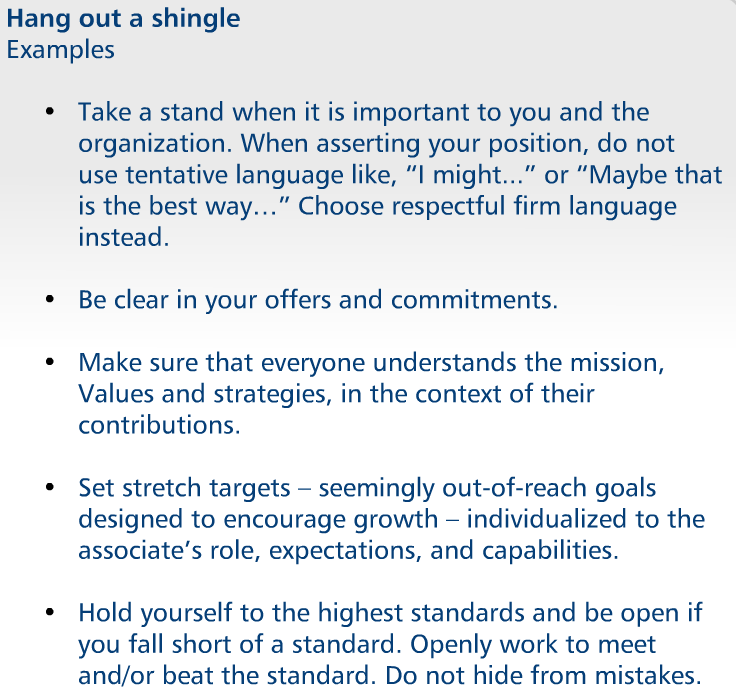


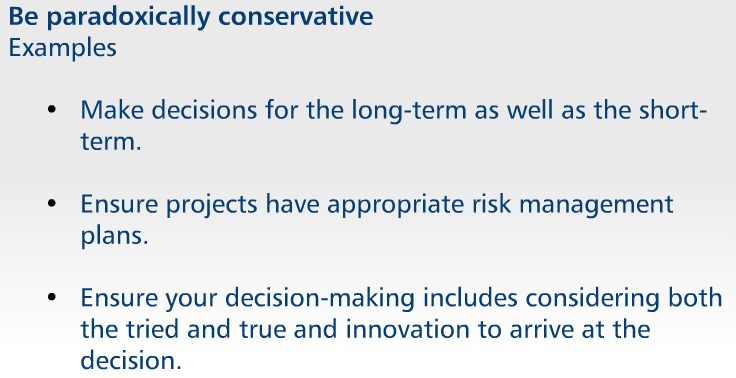


Strategically Bold



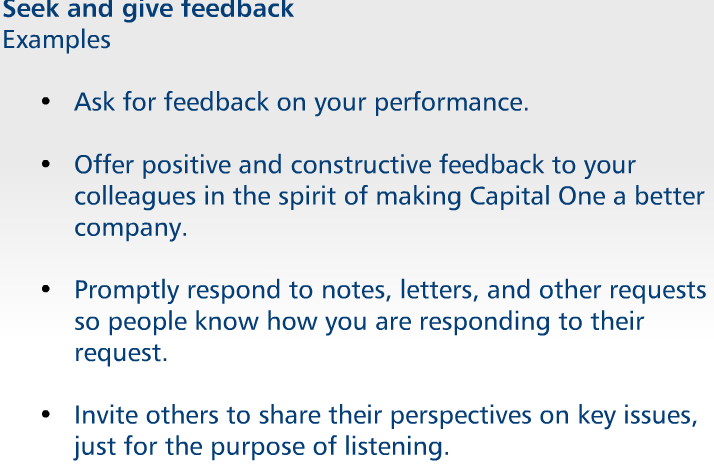


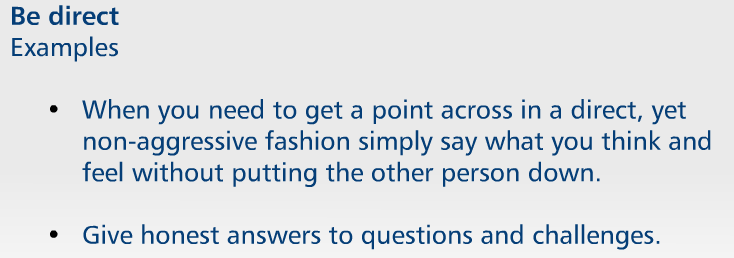


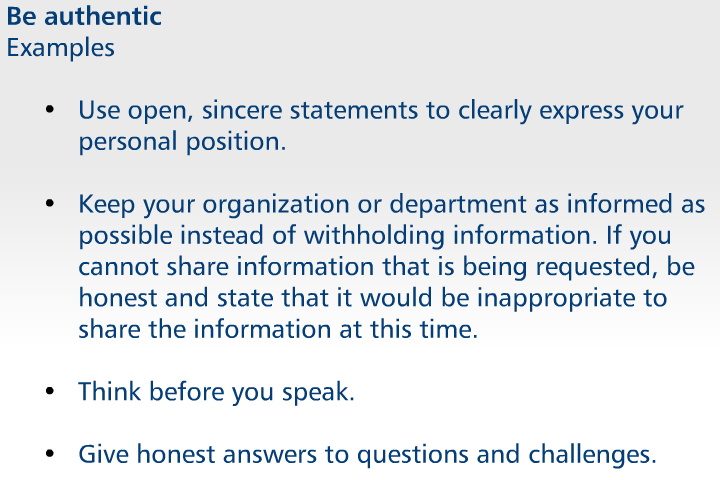


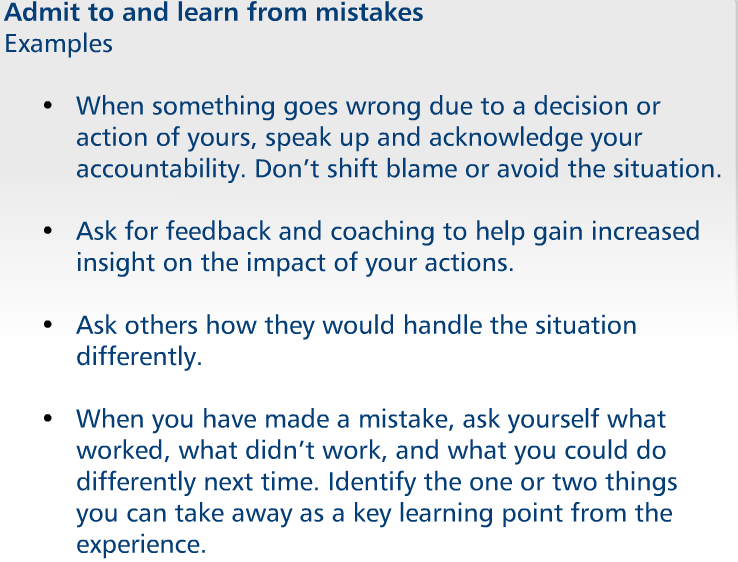
Do the right thing – O R R I T

Open

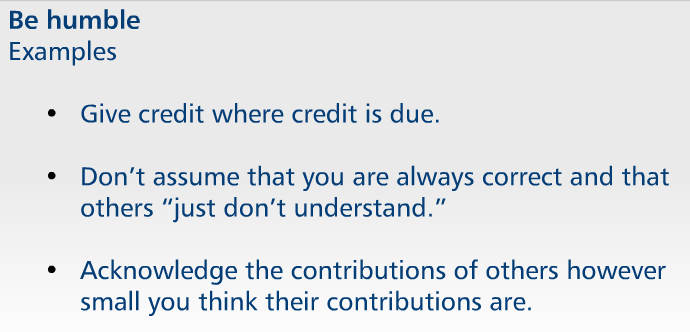






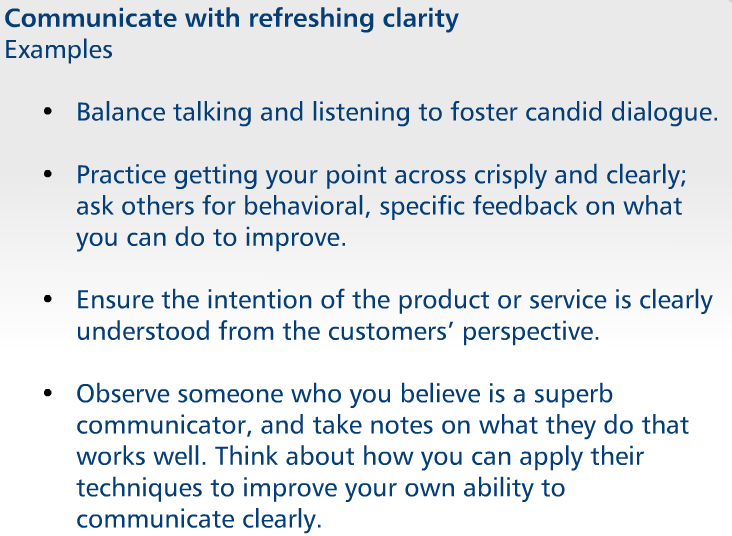


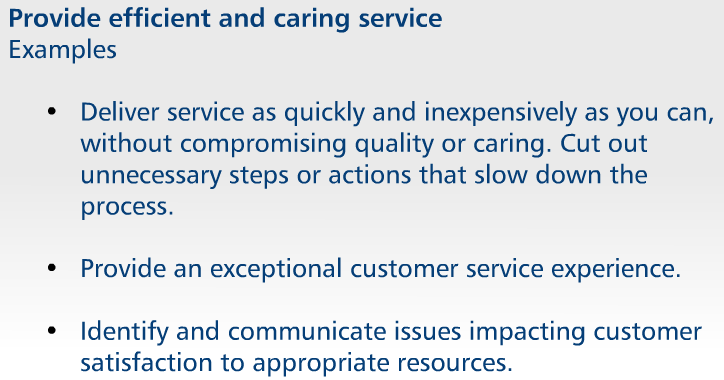


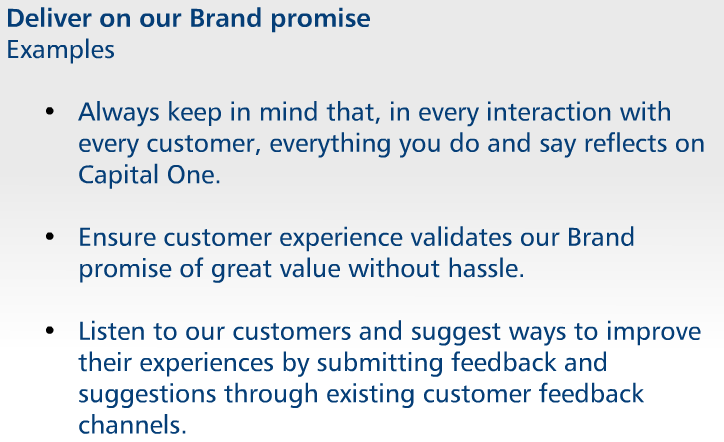


Respect for our Customers

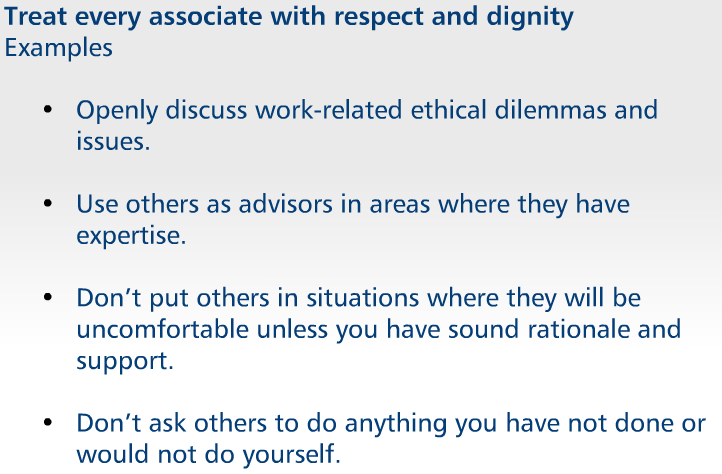


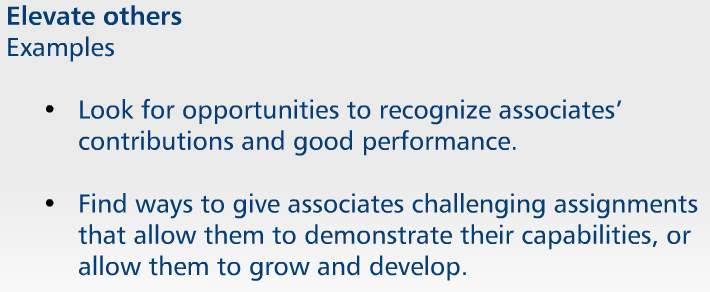


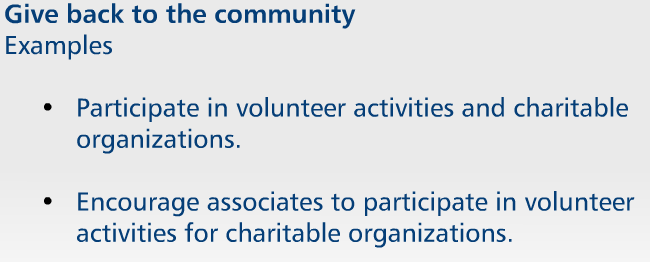




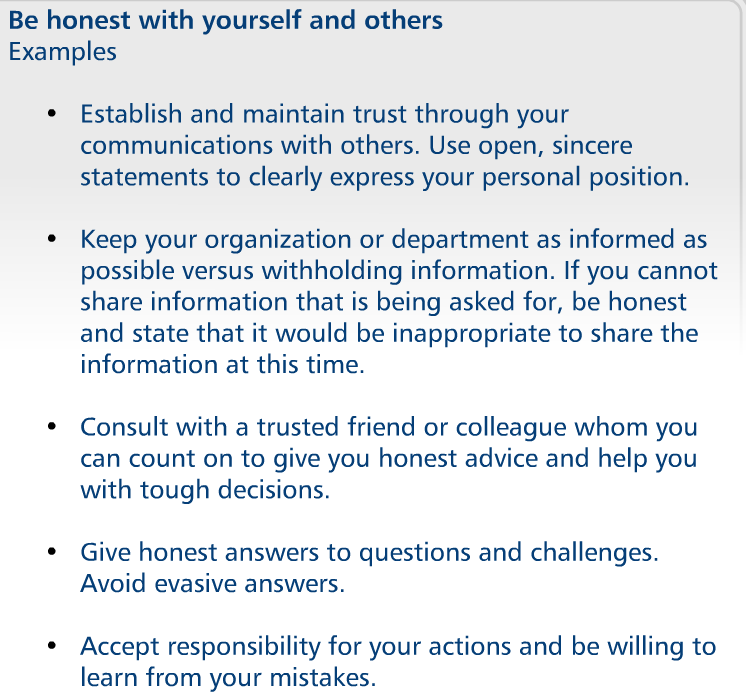
Respect for each Other



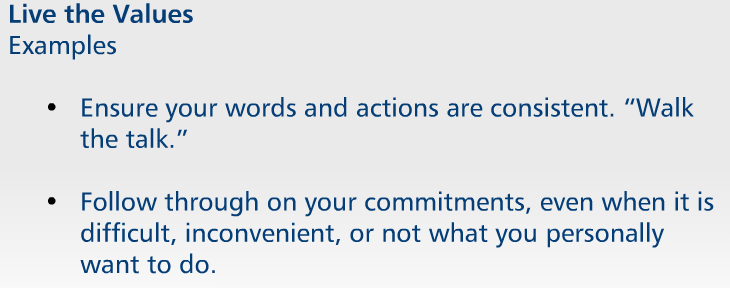




Integrity







Teamwork

