

THE CORE 6

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1

WE TAKE OWNERSHIP

EXCUSES ARE FOR LOSERS.

"I screwed up" first. Fix in 30 minutes. No blame-shifting. Ever.

2

WE KEEP OUR WORD

SAY IT. DO IT. NO EXCUSES.

Every commitment tracked. Every deadline met. Monday: state 3 promises. Friday: report results.

3

WE RUN THE PLAY

NO ONE IS ABOVE THE SYSTEMS.

Follow the SOP—every time. Want to improve it? Great. After you complete it.

4

WE SET THE STANDARD

EXCELLENCE IS OUR SIGNATURE.

Leave every site cleaner than we found it. Fix what needs fixing. Good enough isn't in our vocabulary.

5

WE SPEAK TRUTH WITH LOVE

WORDS BUILD OR DESTROY. CHOOSE COURAGE.

Draw out the potential in everyone. Say it to their face, not behind their back. Truth = love.

6

WE LEAD AT EVERY LEVEL

UNDERSTAND THE MISSION. MAKE DECISIONS. LEAD.

Leaders give intent. Team executes with autonomy. Make decisions. Communicate up. Lead.

THIS IS WHO WE ARE.

Not rules. Not suggestions. Identity.

Live them. Measure them. Enforce them.

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