

- **COMMUNICATION**

Communicate well and to the point. Be true to your words. Be direct, be kind, and be useful with your words. When you communicate with anyone, speak clearly. Convey your thoughts, ideas, or intentions clearly and effectively, ensuring that your message is understood and received as intended. Actively listen, be mindful of how you express yourself, and adapt to different situations or audiences.

- **CONSISTENCY**

Each task, each initiative, each moment that you are experiencing and have experienced before, be consistent in your approach and get consistently great results. Maintain a steady, reliable approach to your actions, thoughts, and behaviors over time, regardless of the circumstances, even when you may not feel like it or when external factors may make it more challenging.

- **SENSE OF URGENCY**

Anticipate the needs of the people you serve. Move with a purpose. Multitask. Think about what the best scenario would be before you approach "it", and make your actions match the level it takes to achieve elevated results. Outpace your best self yesterday, today. Recognize the importance of acting promptly, efficiently, and decisively. Understand time is a valuable resource and taking immediate action when needed, rather than procrastinating or waiting too long is always the best approach.

- **TEAMWORK**

Be a friend, be a companion, be someone that anyone can count on. Do unto others as you wish done unto you. If you see an opportunity to assist someone, seize it. Do not wait for someone to ask, grab their hand and move forward together. Collaboration, mutual respect, and support one another to achieve something greater than what could be accomplished individually. Communicate, cooperate, problem-solve, and share responsibility.

- **EXCELLENCE**

Be greater than your "title". Dress for the job you want, not the one you have. Your mentality should be focused on what the best version of yourself should be, and take the actions you need to achieve that every, single, day. Be humble, hungry, and smart, always. Strive for the highest quality in everything you do, consistently going above and beyond the minimum standard, and dedicating yourself to achieving outstanding results. It's not about perfection, but about continuously improving, setting high standards for yourself, and doing your best in every situation. Excellence involves a mindset of personal growth, commitment, and an unwavering pursuit of quality.

- **ACCOUNTABILITY**

You must be your own worst critic. Don't make someone else correct your actions or behavior. Stay above reproach. Display integrity constantly. Take responsibility for your actions, decisions, and the outcomes of your work. Be answerable not just to others, but also to yourself, and ensure you follow through on commitments. Be transparent, be honest, and be proactive in your approach to addressing challenges and achieving goals. Own your role, whether things go right or wrong, and taking the necessary steps to improve or correct any mistakes. Do not blame others or make excuses.