



Define Core Values

#1 Customer Service	
<p>We DO demonstrate this value when we:</p> <ul style="list-style-type: none"> ▪ Under promise and over deliver ▪ Consistently exceed customer expectations ▪ Treat each customer as they are the most important customer ▪ Answer the phone in one ring ▪ Get customer to the right person on first hand-off ▪ Ask/listen to understand the situation ▪ Get the product out when promised ▪ Fix it when we mess up ▪ Do what you say you will do ▪ Think “I work for the customer” ▪ Follow-up ▪ Make sure the customer is happy ▪ Respond to customer emails in a timely manner ▪ Fix errors immediately ▪ Get it right the first time ▪ Listen ▪ Are thorough 	<p>We Don’t demonstrate this value when we:</p> <ul style="list-style-type: none"> ▪ Fail to proof the work ▪ Give the customer too much information (discuss internal problems) ▪ Assume – fail to ask, call the customer ▪ Put customer on hold for extended period of time (30 seconds) ▪ Argue with the customer ▪ Forget to send orders to the queue ▪ Juggle too many balls ▪ Use a poor tone of voice ▪ Treat the customer as if they are our customer



Define Core Values

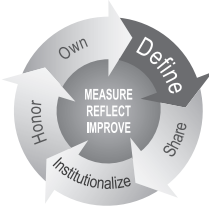
#2 Fun	
We DO demonstrate this value when we:	We Don't demonstrate this value when we:
<ul style="list-style-type: none"> ▪ Share the customer praise ▪ Celebrate the big orders ▪ Celebrate the successes ▪ Have “Free Lunch Friday” ▪ Celebrate birthdays ▪ Have company outings ▪ Have our “Fun” committee ▪ Allow employees to dress comfortably at work ▪ Have music while we work ▪ Enjoy what we do ▪ Smile ▪ Laugh ▪ Are friendly ▪ Get the job done ▪ Don't let the “stuff” get to us ▪ Have a beer after work and say “hey, we made it” <u>and</u> talk about how to make tomorrow better ▪ Say “You did a good job!” 	<ul style="list-style-type: none"> ▪ Music is too loud and interferes with work ▪ Tease a co-worker ▪ Are rude ▪ Are stressed ▪ Are disrespectful ▪ Are grouchy ▪ Take it out on others when we're frustrated with an order



Define Core Values

#3 Respect	
<p>We DO demonstrate this value when we:</p> <ul style="list-style-type: none"> ▪ Come to work with a smile ▪ Treat co-worker and customers as you want to be treated ▪ Care about people/co-workers as people ▪ Are polite – friendly ▪ Listen to co-workers ▪ Say “Thank you” ▪ Give credit to others ▪ Bounce ideas off each other ▪ Think about the “down flow” effect ▪ Consider that you may not know or understand the issues/pressures a co-worker may be facing ▪ Are able to talk with someone about an issue we are having with them 	<p>We Don’t demonstrate this value when we:</p> <ul style="list-style-type: none"> ▪ Bring our bad attitude to work ▪ Let the stress make us snap ▪ Come in late to work ▪ Talk badly about others behind their back ▪ Talk politics and religion ▪ Are obnoxious ▪ Abuse use of personal phone calls ▪ Make fun of others ▪ Call out or correct someone in front of others ▪ Tease a co-worker ▪ Fail to warn someone “downstream” about a job with special circumstances ▪ Are rude ▪ Are inconsiderate ▪ Are selfish ▪ Speak negatively about co-workers ▪ Yell ▪ Use negativity in the way someone does something ▪ Are late for meetings

#4 Teamwork	
<p>We DO demonstrate this value when we:</p> <ul style="list-style-type: none"> ▪ All pick up the slack when someone is out ▪ Think “we” ▪ Work together ▪ Think about helping out other teammates ▪ Understand upstream/downstream effects of our jobs ▪ Work together when big orders arrive ▪ Let others know what we expect them to get done and then follow-up ▪ Participate ▪ Ask questions ▪ Assume the best 	<p>We Don’t demonstrate this value when we:</p> <ul style="list-style-type: none"> ▪ Leave early when table is full ▪ Say “That’s not my job.” ▪ Slack off based on our work load ▪ Yell at co-workers because we disagree ▪ Dump a rush order (big job) on someone and then leave them to fend for themselves ▪ Criticize others who are not present ▪ Focus on the negative ▪ Pretend to be involved then vent to others ▪ Let personalities dictate what gets done and what does not get done



Define Core Values

<ul style="list-style-type: none"> Respect each other 	
--	--

#5 Efficiency/Organized	
We DO demonstrate this value when we:	We Don't demonstrate this value when we:
<ul style="list-style-type: none"> Create shorter lead times Use the fewest resources needed to complete the order Copy/paste an electronic order when customer sends it that way Multi-task as appropriate Get the next job ready while the first job is running Think of a better way to do things Work smarter not harder Care about waste Embrace technology Allocate time to think about how to be more efficient rather than just working more hours Receive a product and expect it to be a certain way Prioritize – old orders first Reduce number of “touches” Gather <u>all</u> information for an order Pay attention to detail Using the right tools for the job Train employees and have well defined expectations Challenge how we do things now 	<ul style="list-style-type: none"> Have multiple ways of naming/saving files Do it that way “just because it is the way we’ve always done it” Throw away scrap material that can be reused Resist change Do the same thing over and over and expect different results Have the attitude “it’s not my job” someone else will fix it Are careless and have a poor attitude reflecting in the way the product is made and shipped Procrastinate Create poor work orders/instructions Have a lack of awareness about websites, what we do and how it is made Have a mindset of “complete by due date” without understanding production times