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# Guiding Principles of Leadership

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## We measure success by the way we touch the lives of people.

A clear and compelling *vision*, embodied within a sustainable business model, which fosters personal growth

*Leadership* creates a dynamic environment that:

- Is based on *trust*
- Brings out and *celebrates* the best in each individual
- Allows for teams and individuals to have a *meaningful* role
- Inspires a sense of *pride*
- *Challenges* individuals and teams
- *Liberates* everyone to realize "true success"

*Positive, insightful communication* empowers individuals and teams along the journey.

*Measurables* allow individuals and teams to relate their contribution to the realization of the vision.

Treat people *superbly* and compensate them fairly.

*Leaders* are called to be visionaries, coaches, mentors, teachers, and students.

As your sphere of influence grows, so grows your responsibility for *stewardship* of the Guiding Principles.

*We are committed to our employees' personal growth.*