

CORE VALUES (CIA – ACE)

Individual (CIA)

1. Customer Obsession:

- Hyperfocus on customer needs.
- Seeing customers as people.
- Finding Common ground and shared interest
- Embracing customer demanded changes.
- Anticipating customer needs.

2. Accountability:

- The buck stops with me.
- Responsibility for performance and business outcomes.
- Asking for support and supporting the team when required.
- Acknowledging mistakes and coming up with potential solutions.
- Flagging issues without assuming that someone else will take care of them & collectively.

3. Integrity:

- Acting with honor no matter what the consequences.
- Holding ourselves accountable & and doing the right thing when no one is watching.
- Doing what we said we will do walking our talk.
- Being fearless as one has nothing to hide.

Improving work ethics and following company policy.

Collective (ACE)

4. Agility:

- Ability to work with insight, flexibility and confidence in response to change or challenge
- Staying opportunity-oriented & and embracing relentless innovating to stay relevant in an evolving ecosystem.
- Balancing flexibility with fixedness.
- An iterative culture of learning and growth.
- Open to accepting and acknowledging failure and learning from it.

5. Collaboration:

- Sharing ideas, skills, and effort to achieve a common goal.
- Internalizing “no man is an island” & this is a team game.
- Communicating openly, transparently & and clearly.
- Reaching out to others with the willingness to find solutions to problems is not necessarily “my solution”.
- Recognizing and allowing others to shine and celebrating success for their contribution.

6. Empathy:

- Putting oneself in another’s shoes be it a fellow employee, a partner, or a customer
- Reflective listening without interrupting.
- Avoiding pre-judging or giving unsolicited advice.
- Be willing to pitch in.
- Identify affirmative or even unconscious bias