



Guiding Principles

Our Organization's ten guiding principles follow logically from the company's mission statement, corporate philosophy and statement of faith, and each is in itself an important statement about creating value and the way our company does business. The ten principles are:

1. Conduct all business ethically and lawfully, making it our goal to please God in all things.
2. Apply sound management principles to maximize value-creation.
3. Set high expectations and develop critical thinking skills and a risk-taking mentality.
4. Develop better relationships with external and internal partners to anticipate and satisfy their needs.
5. Develop and practice humility and intellectual honesty.
6. Treat others with dignity and respect to enable them to fully use their knowledge.
7. Use and share the best knowledge in all decisions.
8. Have the vision and openness to challenge the status quo.
9. Engage in continual learning and acceptance of change.
10. Have a compelling desire to create and produce such that our work fulfills our vocational calling and God's purposes.