Behaviors We Value

All Cydcor team members are accountable for upholding this set of behaviors that defines our culture, guides our actions, and acts as our corporate constitution.

1 Service to Our ICLs and Clients
We exist to serve and support the ICLs and clients.

▶ They are the soul of our business.

▶ We service and support our clients by exhibiting professionalism in the field, acquiring profitable customers, providing consistent sales, accurate and timely reporting and billing, flexibility in our operations and through great customer service.

▶ We service and support our network of sales offices by proactively looking for ways to improve their experiences and the experiences of their sales representatives.

▶ All interactions with the sales offices are respectful, thoughtful and learning experiences for us to improve the support we give them. Our example of excellence and attention to detail will elevate their own standards, and we are responsible for setting the bar high.

2 Integrity
We do what is right, not what is easy.

▶ We decide what is best in the long term, not what is easiest.

▶ We deal with an issue now, rather than put it off.

▶ If we say we are going to do something, we do it. If we do something, we do it well.

▶ Our actions and words match.

▶ We consistently example integrity and our Behaviors We Value.

3 Collaboration
Many minds are better than one

▶ Only through collaboration will we become a great company.

▶ Many minds are better than one. Solutions, processes and systems are best developed in a team environment where each team member's ideas are heard.

▶ We respect each team member, and yet we're comfortable to disagree with each other.

▶ Our responsibility is to voice our opinions and ideas, although they may not be popular.

▶ Tension among team members is often healthy. We should strive to come up with the best ideas, and make sure we do not go down a path led by the loudest member.

▶ As team players, we are accountable for the tasks we commit to complete, so we do not let down our team.

▶ We realize that in working together, we get the right things done more efficiently.

4 Development of Our People
Our people are the key to our success.

▶ We will nurture an environment of self-improvement and have a plan for each team member to help our people develop and grow.

▶ We will aggressively make resources and time available to each team member.

▶ Team members will get regular feedback that lets them honestly know where they stand.

5 Execution
We are measured based on our results.

▶ We set goals, make plans to accomplish these goals, execute these plans, follow up and give recognition for timely accomplishments. We are accountable for our performance and brainstorm how to better achieve these goals.

▶ We organize and structure our work, projects and tasks around the results we need to achieve. We evaluate our progress regularly.

▶ If we are not producing results, we are open-minded enough to look at alternate solutions.

▶ We will not be tied to ideas, projects or tasks because we thought of them.

▶ We reward and recognize people who are proactive and who make themselves responsible for deadlines, results and finding the root of problems.

6 Open Communication and Candid Discussions
We will cultivate an environment where openness and candor are encouraged.

▶ We understand that without open communication and candid, constant feedback, we cannot improve as people or as an organization.

▶ We do not respond angrily or defensively when people disagree, bring up issues or find fault.

▶ We have the courage to voice our opinions, even if we perceive another person to be stronger, of higher rank or more dominant.

▶ We feel comfortable to disagree with anyone, analyze pros and cons, listen open-mindedly to others' ideas, encourage ideas from all levels and ask the how and what questions.

▶ We are not afraid to speak our mind, or express ideas—even if we say something "stupid."

▶ We keep thinking of better ways to improve every aspect of the business. We need to listen to ideas without immediately saying "no." When brainstorming, we listen to all ideas and write them down before discussing any of them.

7 Respect and Get Every Brain in the Game
We recognize each person's unique talents, skills and perspectives.

▶ We recognize each individual has unique skills, talents and perspectives that contribute to our success.

▶ We value and appreciate each team member's contributions and thoughts to improve Cydcor.

▶ In all interactions, we first seek to understand other people's perspectives and are open-minded to their suggestions and input.

▶ Every person will be treated with dignity and respect.

8 Change and Innovation
We aggressively seek ways to improve today and create new opportunities for tomorrow.

▶ We immerse ourselves in our business by observing, experiencing, and listening with the intent to find improvement opportunities.

▶ We promote diversity of thought in brainstorming and decision making by including people with different perspectives.

▶ We use brainstorming to identify possibilities and encourage out-of-the-box thinking to accomplish our objectives.

▶ We apply Cydcor's innovation methodology to ensure improvement and alignment with business goals.

▶ We embrace obstacles and push through them relentlessly to achieve the desired results.

Cydcor®
Real Opportunity, Real Results