

THE 5 C'S

CLARITY

We know where we're going and how we're going to get there.

- We have defined our 3-4 strategic M.I.T. (Most Important Thing) priorities.
- Managers consistently communicate these M.I.T. priorities and why they are important.
- Team initiatives align with these strategic M.I.T. priorities.
- Employees know the behaviors that directly contribute to achieving these M.I.T. priorities.
- We regularly track, report, and communicate our progress toward these M.I.T. priorities.



CAPACITY

We invest in building our people, systems, and tools.

- Our team structure maximizes our success.
- Our managers have the confidence and competence to lead well.
- Our teams have the tools and processes they need to succeed.
- We have a cadence of regular training and development.
- Every employee has an active training and development plan to equip them to "navigate the narrative" and "rock their (current and future) role."



COMMITMENT

We keep our promises.

- We set clear performance expectations.
- We can count on one another to do what we say and follow through on commitments.
- We "ditch the diaper drama" and have candid accountability conversations when needed.
- We consistently recognize and celebrate success and improvement.
- We acknowledge when we haven't kept our commitments and work to improve follow-through.



CURIOSITY

We ask great questions and take appropriate risks.

- We seek out ideas and feedback from the people closest to our customers and ask "courageous questions" of one another to improve our business.
- We "Own the U.G.L.Y." and talk about our vulnerabilities, untapped opportunities, and latest developments in our industry.
- We "respond with regard" to ideas and suggestions.
- We develop and encourage appropriate risk-taking.
- Employees "act like owners" and proactively look for ways to improve the customer experience and the business.



CONNECTION

We trust one another and invest in our mutual success.

- We invest in getting to know one another as people, beyond our roles at work.
- We "prioritize peers" and "put people before projects" to collaborate across roles and functions.
- We ask for help when we need it and can count on one another for support.
- Our teams collaborate well across departments and organizational boundaries.
- We have fun and celebrate our individual and collective accomplishments.

