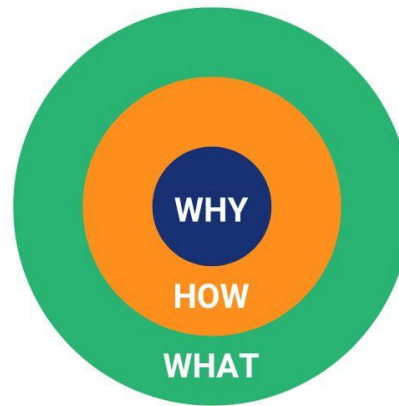


Our WHY and HOWs



WHY = Our Purpose

HOW = Our Behaviors

WHAT = Our Deliverables

Our WHY

Working together, we create a positive impact and enrich the lives of others.

These behaviors are our **non-negotiables** and **HOW** we show up that allow us to live our WHY.

HOW

Show up with a spirit of service

- Go above & beyond
- Do what's right

Empower others

- Respect, support & encourage each other

Lead by example

- *Think & act like an owner*
- Show up as our best
- Maintain a positive attitude
- Be solution-minded

Be a team player

- Communicate clearly
- Trust each other
- Actively listen to understand

Show compassion in all we do

WHAT

- Take the extra step to serve your colleagues and customers
- Share knowledge and skills
- Never compromise safety
- Remember everyone is someone's precious child; treat them accordingly
- Offer to help
- Take initiative to improve processes
- Find a way to the Learner Path (curiosity) and proceed with caution when you're Below-the-Line
- Offer solutions to challenges
- Support and assist team members
- Assume positive intent in others
- Be fully present in interactions
- Give others grace and operate with curiosity rather than judgment

Embracing an Ownership Mindset



Mindset of Owner vs “Just an Employee”

When you own something, you care for it more deliberately than when you don't have ownership. We're invested in the things we own because they matter at a different level. As owners, we speak up when we see something that could be better (vs. sitting back and waiting for someone else to step up or saying “it's not my problem.”). When we own something, we take a long-term perspective and look for maximizing value; this means we aren't wasteful of time and resources and understand the ups and downs that come with the market.

Culture is Everyone's Responsibility

Culture is not the CEO's responsibility. Culture isn't HR's responsibility. Culture isn't leadership's responsibility. Culture is EVERYONE's responsibility. Every one of us can either be a culture *contributor* or contaminator. We all have a responsibility to show up in alignment with our WHY and HOWs each day by using the tools provided to us and supporting one another when our humanity gets the best of us.

Harcros Impact

We wanted to effectively brand our culture efforts to have a clear identity. Harcros Impact is the brand of everything related to improving and nurturing our culture.

