

EDPRO Guiding Principles

| Twelve | Eleven | Ten |
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| <p>Leadership</p> <ul style="list-style-type: none"> ■ Lead rather than manage. ■ Your job title is a label. 'Leader' is a reputation that you personally have to earn. ■ Create a supportive work environment, lead those who fall behind. ■ Always assume an active & proactive stance, don't wait for someone to tell you what to do, be aggressive and take initiative. ■ Not everyone can be leaders, but can be supportive and mentor those around them. | <p>Team Work</p> <ul style="list-style-type: none"> ■ To successfully compete in today's economy we need to cohesively agree on our business models and the path that will take us to the top. ■ Remember that we work as a complete unit/team. The actions of one affects the whole team, positively or negatively. ■ If you're going to remain a part of the team, you need to play for the team. | <p>Ethics and Compliance</p> <ul style="list-style-type: none"> ■ The "right thing" is not absolute. Do the right thing even when you could get away with less, even when others aren't, and even when the "wrong thing" doesn't seem like a big deal. ■ Take responsibility for your actions and own up to your mistakes. ■ It is easier to do right than to undo wrong. ■ Consider the long-term consequences of all of your actions, shortcuts can have lasting detrimental outcomes. |
| Nine | Eight | Seven |
| <p>Communication</p> <ul style="list-style-type: none"> ■ First impressions are everything, be aware of your body language and listen effectively. ■ Strive for open and clear lines of communication. ■ When dealing with customers ask open-ended questions, listen and understand from the customers viewpoint. ■ Make sure the customer is satisfied with the resolution. | <p>Commitment</p> <ul style="list-style-type: none"> ■ Align your goals with the company's, it is up to you to help plan work effectively. ■ Embrace our model, work within it, not around it. ■ Buy in – or get out. ■ Be passionate in your pursuit of excellence, work from the heart, don't let yourself unplug from your job. ■ Commit to delivering the highest quality service possible. ■ Commitment will make your job more satisfying, assume personal responsibility for the success of the company. | <p>Confidence</p> <ul style="list-style-type: none"> ■ Act as if success is for certain. ■ Believe in yourself - don't doubt your abilities. ■ Everything that is needed for success can be found inside of you. ■ Utilize your gifts, you don't have to be good at everything - play on your strengths. |

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| Six | Five | Four |
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| <p>Efficiency</p> <ul style="list-style-type: none"> ■ Work smarter not harder – you don't have to reinvent the wheel - avoid doing more of the same. ■ Contribute more than you cost – it's not so much the amount of time you put in, it's the value of your contribution that matters. ■ Learn to work around road blocks. ■ Show initiative for learning all there is to know about your company and your job. This will help serve customers more efficiently. ■ Service providers are getting busier every year and customer's demands continue to rise. Focus on prioritizing your workload and abandon unnecessary and time consuming old habits. | <p>Service</p> <ul style="list-style-type: none"> ■ In the customer's eyes we ARE the organization. ■ Build and manage customer relationships, problems are much easier to handle when you are on good terms with the customer. ■ Excellent service is one element of the business in which a company can gain a competitive advantage and generate growth. ■ Follow these steps: <ul style="list-style-type: none"> - Greet Customers - Value customers - Ask how to help - Listen - Help - Invite customers back | <p>Enterprising</p> <ul style="list-style-type: none"> ■ Take responsibility for your own career mobility. ■ You have the tools, freedom and autonomy to make a difference in your company. ■ Operate as if you are self-employed. ■ Seize opportunities as they come. ■ The best way to predict the future is to invent it. ■ People who risk years of their lives and much of their personal wealth are motivated by more than money. ■ Practice Kaizen – The continuous pursuit of perfection. |
| Three | Two | One |
| <p>Flexibility & Adaptability</p> <ul style="list-style-type: none"> ■ Be a change agent. ■ Success requires the ability to be flexible and adaptable to change. ■ Seize opportunity to learn and grow. Change cannot be avoided, organizations need to revolutionize to remain competitive. ■ Embrace change. Don't waste emotional energy hanging on to old habits. | <p>Attitude</p> <ul style="list-style-type: none"> ■ Be conscious of your attitude, deliberately choose to be positive, optimistic and enthusiastic. ■ Grab hold of the future - don't hang on to the past. ■ Optimize your energy - it takes less energy to be positive than it does to be negative. ■ Be sincere, customers can tell when an associate is uninterested and uncaring. ■ Treat people with respect, value your customer's concerns. | <p>Knowledge</p> <ul style="list-style-type: none"> ■ Lifelong learning is becoming imperative in this technological and rapidly changing world. <ul style="list-style-type: none"> - Read - Attend workshops and seminars - Take courses - Volunteer and learn from experts - Accept lateral moves that will broaden you - Ask for learning opportunities ■ Use failure as a resource and learn from it, if everything is going smoothly you are probably aiming too low. |