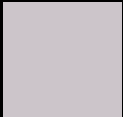


UILDING BLOCKS



for Success



WEAVERCOOKE

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Core Values



## Do what's best for the client.

*In all situations, act in the best interests of our client, even if it's to our own detriment. Our reputation for integrity is one of our greatest assets.*




## Check the ego at the door.

*Our own egos and personal agendas must never take precedence over doing what's best for the team. Being concerned with who gets credit, who looks good and who looks bad is counterproductive. Making the best decision for the good of the Company must always be paramount.*



## Practice A+ness as a way of life.

*Regard everything you touch as a personal statement. Take pride in the quality of what you produce. Excellence matters as a deeply personal value in and of itself, well beyond the probable business result of the excellence.*



Take the extra time  
to do things right the first time.

*Don't take short-cuts. The goal is to get things right, not to simply get them done.*



## Seek to create win-win solutions.

*Learn to think from others' perspectives. Discover what others need and find solutions that meet their needs while still fulfilling our own. Win-win solutions are always longer lasting and more satisfying than win-lose solutions.*





## Practice blameless problem solving.

*Treat mistakes as learning opportunities. Focus on the following questions: What are our best options to solve the problem? What have we learned that can help keep us from repeating the mistake? How will we integrate that learning into new behaviors or practices?*




Make decisions that reflect  
a reverence for long-term  
relationships.

*Our primary goal is the long-term success of  
the Company. We must view all our actions  
and decisions from this light.*



Maintain a solution orientation  
rather than a problem orientation.

*Focusing on problems drains energy. Apply your creativity, spirit and enthusiasm toward the development of solutions.*



Work with the assumption that  
people are good, fair and honest.

*Kindness begets more kindness. Trust begets more trust. We believe that most people genuinely want to do the right thing. Act out of this belief.*



Keep things fun.

*The world has much larger problems than our own. Keep perspective. Be lighthearted and smile.*

Focus on Service




Create a feeling of warmth and  
friendliness in every client interaction.

*Every time you touch a client you're on a stage. This includes calls, visits, voicemail, letters, e-mails, and other communications. Make dealing with you an extraordinary and memorable experience.*



## Practice the “Human Touch”.

*Treat people as individuals and show them you care. Look for opportunities to acknowledge their uniqueness and their humanness (calls, cards, notes, small gifts, etc.)*








## Communicate to be understood.

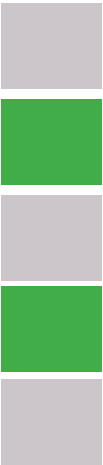
*Know your audience. Write and speak in a way they can understand. Use the simplest possible explanations.*





## Set and ask for expectations.


*We judge situations not by what happens, but by how they compare to what we expected to happen. Learn to create mutually understood expectations in every situation.*





## Make voicemail a valuable tool.


*Your voicemail greeting is an important opportunity to set expectations and create a mood. Update voicemail daily and create a warm, friendly style that makes callers want to speak with you.*





## Follow-up everything.

*Internal and external clients rely on us and rely on others. Record a follow-up date for every action and take responsibility for its completion.*



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## Be punctual.

*Be on time for all appointments, phone calls, meetings and promises. How you relate to time sends a message about how you relate to other commitments. Punctuality is a reflection of respect for others.*

The Collaborative Way

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## Listen generously.

*Learn to listen without prejudice to exactly what is being said as opposed to listening from our own assessments, opinions and judgments.*

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## Speak straight.

*Speak honestly in a way that forwards what we are up to. Make clear and direct requests. Be willing to surface ideas or take positions that may result in conflict when it's necessary to reach our objectives.*



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## Be for each other.

*Support each other's success. Operate from the point that we're all in this together and that any one of us cannot win at the expense of someone else or the Company. Look for each other's greatness and provide rigorous support when needed.*

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## Honor commitments.

*Do what you say you're going to do when you say you're going to do it. If a commitment cannot be fulfilled, notify others early and agree upon a commitment to be honored.*

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Be a source for acknowledgement  
and appreciation.

*Positive feedback is a tremendous energy source.  
Regularly give, receive and ask for meaningful  
appreciation and acknowledgement.*

Personal Effectiveness

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## Take responsibility.

*Don't be a "victim". Ask for what you need and take full responsibility for your success.*



## Appearance counts.

*Your personal appearance makes a strong statement about the pride you take in your performance. Dress neatly and professionally. The appearance of our office makes a statement about the quality of our work. Take responsibility to see that both our office and your personal office environment are clean, neat and professional.*



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## Being organized makes a difference.

*Maintain a clean and orderly work area. Use an effective task management system to keep track of outstanding issues and responsibilities. Maintain an orderly filing system.*

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## Double check all work.

*Proofread all letters, e-mails, spreadsheets, etc. for accuracy and correctness. Accuracy is a reflection of A+ness.*



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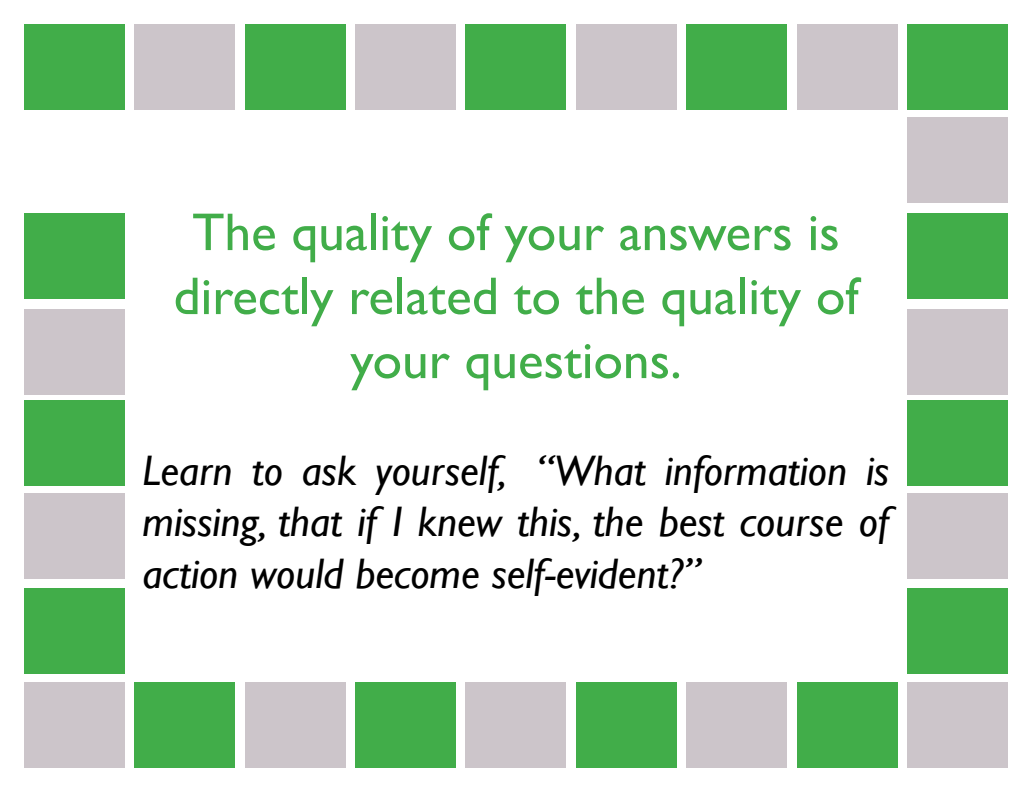
## Look ahead and anticipate.

*Be better prepared by anticipating future needs and addressing them today. Avoid mistakes that come with last minute actions.*

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Have a bias for structure.

*Look to create systems and processes that support our ability to perform with consistency.*



The quality of your answers is  
directly related to the quality of  
your questions.

*Learn to ask yourself, “What information is missing, that if I knew this, the best course of action would become self-evident?”*

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Be quick to ask and slow to judge.

*Learn to gather facts before making judgments.  
Be curious about additional information that  
may yield a more complete picture.*





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