



TENACITY

We confidently succeed despite any hurdles by acting rationally and going above and beyond

- We always strive to reach & exceed targets
- We take tasks and do them
- We always keep promises
- We learn from mistakes and keep doing despite obstacles/failures
- We always find at least 2 solutions to every problem and only then seek management input or approval



ENTREPRENEURSHIP

We are proactive and flexible, commercially aggressive and boldly seize opportunities

- We know and understand our business - market, competitors, clients, company figures
- We take responsibility to deliver result
- We constantly look for business opportunities and exploit them
- We apply "thinking out of the box" when making decisions
- We are open to new ideas and support changes
- We consider long term perspective in our daily actions



FUN

We love what we do and seek to create exciting, stimulating and innovative environment

- We celebrate every success
- We take challenges with "can do" attitude
- We approach issues/ problems creatively
- We bring fun/ excitement into relationships with our clients, suppliers, partners
- We are proud and enjoy working in our company
- We balance work and private life



EXCELLENCE

We set high standards and take responsibility for our products, people, processes, preparation and performance (5 P's)

- We constantly challenge ourselves and seek for improvements
- We strive for excellence in each task and pay attention to important details
- We share our expertise and seek to help develop others
- We know our customers/ stakeholders/partners and we deliver added value to them
- We set stretching targets and benchmark ourselves against the "best in class"



SPEED

We are a lean organization with short communication lines, that cultivates a sense of urgency in decisions & execution

- We plan our work efficiently and set clear priorities
- We make decisions and execute them according to deadlines
- We keep things brief and simple
- We share information, ideas and knowledge promptly
- We communicate efficiently & clearly and choosing most appropriate communication channel & style



TEAMWORK

- We demonstrate loyalty to our team/company/brands and we care for our reputation
- We give honest and open feedback balancing positive and critical aspects
- We act with trust and respect caring how our actions influence others
- We hold each other accountable for deliverables supporting common goal
- We prize publicly and criticize privately