

Values - Components or Behaviors

Product	Technology	Culture	Operations	Customer	Environment
Service	Marketing	Spirit	Technology	Leadership	World
Ethics	Employees	\$	Sales	Society	People

Verb List

Acceptance	Change	Determination	Execution	Intensity	Proactiveness
Accessibility	Clarity	Development	Expectation	Judging	Professionalism
Accountability	Closeness	Dignity	Expertise	Kindness	Punctuality
Accuracy	Collaboration	Diligence	Fearlessness	Learning	Quality
Adventuresome	Commitment	Discipline	Firmness	Listening	Reliability
Agility	Communication	Discretion	Flexibility	Love	Resourcefulness
Alertness	Community	Devotion	Focus	Loyalty	Respectfulness
Approachability	Completion	Effectiveness	Freedom	Openness	Responsibility
Assertiveness	Confidentiality	Efficiency	Fun	Optimism	Responsiveness
Attentiveness	Consistency	Effort	Generosity	Organization	Risk taking
Attitude	Continuity	Empathy	Growth	Originality	Sacrifice
Balance	Contribution	Empowerment	Impact	Ownership	Self awareness
Bravery	Courage	Encouragement	Impartiality	Patience	Selflessness
Brilliance	Creativity	Endurance	Independence	Passion	Spirit
Calmness	Culture	Energy	Innovation	Perseverance	Supportiveness
Candidness	Decisiveness	Enjoyment	Inspiration	Practicality	Thankfulness
Capability	Decorum	Equality	Integrity	Practicality	Togetherness
Challenge	Dependability	Excellence	Interaction	Preparedness	Trust

Examples

Above and beyond (service)	Embrace Lynn and Alexis (customer)
Look good, feel good (product)	Be proud of your actions (integrity, quality, effort)
Be open, be honest, be thorough (communication)	One for all, all for one (community)
I say, I do (accountability, follow through)	Deliver wow through service
Embrace and drive change (technology, leadership)	Create fun and a little weirdness
Be adventurous, creative and open minded	Pursue growth and learning
Build honest and open relationships with communication	Build a positive team and family spirit (employees)
Do more with less (product)	Be passionate and determined (spirit)
Be humble (ethics)	We sell the highest quality products available
We support team member excellence and happiness	We create wealth through profits and growth
We satisfy, delight and nourish our customers	We serve and support our local and global communities
We practice and advance environmental stewardship	We create win win partnerships with our suppliers