VISION:

PETERSON

We will be our customers' first choice.

PURPOSE:

We partner with our customers to build a better future.

CORE **VALUES:**

CUSTOMER FIRST

The reason we exist!

Communication Urgency **Empathy**

INTEGRITY We do what we say!

Honesty Fairness Trust Reliable

EXCELLENCE Best in all we do!

Professional Growth Continuous Improvement Done Once - Done Right Hustle Grit

TEAMWORK

Together we do what we couldn't do alone!

Collaboration Respect Commitment Communication Family

FUN

We enjoy what we do!

Positivity Enthusiastic Friendly Accomplishment

VISION

The Four Universal Communication Principles

- 1. I show up and choose to be present, to honor others and give my best self.
- 2. I pay attention to what has heart and meaning, to understand and acknowledge the true intent.
- 3. I tell the truth without blame or judgement, to motivate and build confidence.
- 4. I am open to outcome, not attached to outcome, to learn from what happened and never stop improving.

PURPOSE STRATEGIC GOALS CRITICAL SUCCESS **FACTORS GOVERNANCE**

- CORE VALUES -CUSTOMER FIRST • INTEGRITY • EXCELLENCE • TEAMWORK • FUN

SAFETY