

3 | Fundamentals



A Professional Services Company

#01

HONOR COMMITMENTS

Do what you say you're going to do, when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. If a commitment can't be fulfilled, notify others early and agree on a new deliverable to be honored.

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#02

EMBRACE CHANGE AND GROWTH

What got us here is not the same as what will get us to the next level. Get outside your comfort zone, rather than hanging on to the old ways of doing things. Be excited by the opportunities that change and growth bring. Be flexible and align with initiatives that move us forward.

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#03

DO WHAT'S BEST FOR OTHERS

There's no greater way to build a reputation and a relationship than to steadfastly do what's right for others, even if it's to our own short-term detriment. Put their needs ahead of our own. Serve People Better!

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#04

LEAD BY EXAMPLE

Influence others through your own example. Walk the talk -no exceptions. Challenge others to reflect the change you want to see through your actions first, then your words.

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#05

BE A FANATIC ABOUT RESPONSE TIME

Respond to questions and concerns quickly, whether it's in person, on the phone, or by e-mail. This includes simply acknowledging that we got the question and we're "on it," as well as keeping those involved continuously updated on the status of outstanding issues.

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#06

PRACTICE BLAMELESS PROBLEM SOLVING

Demonstrate a relentless solution focus, rather than pointing fingers or dwelling on problems. Identify lessons learned and use those lessons to improve ourselves and our processes so we don't make the same mistake twice. Get smarter with every mistake. Learn from every experience.

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#07

TAKE OWNERSHIP

Take personal responsibility for making things happen. Respond to every situation by looking for how we can do it, rather than explaining why it can't be done. Be resourceful and show initiative. Don't make excuses or wait for others to solve the problem. See it. Own it. Fix it.

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#08

LISTEN GENEROUSLY

Listening is more than simply “not speaking.” Give others your undivided attention. Be present and engaged. Minimize the distractions and let go of the need to agree or disagree. Suspend judgment and be curious to know more, rather than jumping to conclusions. Above all, listen to understand.

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#09

SPEAK STRAIGHT

Speak honestly in a way that helps to make progress. Say what you mean, and be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Be courageous enough to say what needs to be said. Address issues directly with those who are involved or affected.

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#10

WHEN IN DOUBT, COMMUNICATE PERSONALLY

When delivering difficult or complex messages, or in emotionally charged situations, speak “live” to avoid the misunderstanding or misinterpretation of electronic messaging. Where appropriate, follow-up in writing to confirm understanding.

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#11

DO THE RIGHT THING, ALWAYS

Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, especially when no one's looking. Always tell the truth, no matter the consequences.

If you make a mistake, own up to it, apologize, and make it right.

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#12

“BRING IT” EVERY DAY

Choose to be positive. Have a passion for what we do and be fully engaged. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm. Work with a sense of urgency to get things done.

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#13

OWN YOUR WORK-LIFE BALANCE

Define and manage your work-life balance. Know when you need to take a break to refresh. Delegate responsibilities in order to completely recharge. To give your best, you must be at your best. Be a steward of SVA's most valuable resource: You!

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#14

GET CLEAR ON EXPECTATIONS

Create clarity by discussing expectations upfront. Set expectations for others and ask when you're not clear on what they expect of you. End all meetings with defined action items, who is responsible, and due dates.

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#15

MAKE QUALITY PERSONAL

Deliver excellence and take pride in the quality of everything you touch and everything you do. Don't accept mediocrity. Good is not good enough. Always ask yourself, "Is this my best work?"

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#16

ASSUME POSITIVE INTENT

Work from the assumption that people are good, fair, and honest, and the intent behind their actions is positive. Set aside judgment and preconceived notions. Give people the benefit of the doubt.

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#17

SHOW MEANINGFUL APPRECIATION

Recognize people doing things right, as it's more effective than when they do things wrong. Regularly extend meaningful acknowledgment and appreciation -in all directions throughout our organization.

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#18

DELIVER LEGENDARY SERVICE

It's all about the experience. With every experience, do the little things, as well as the big things, that surprise and amaze people. Make every interaction stand out for its helpfulness. Go the extra mile and create the “WOW” factor that turns clients into raving fans.

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#19

BE PROACTIVE

Solve problems before they happen by anticipating future issues, planning for contingencies, and addressing them in advance. Work with appropriate lead times and be respectful of others' needed lead times. Preventing issues is always better than fixing them. Look ahead and anticipate!

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#20

BE PREPARED

Be organized and plan your work for maximum efficiency. Have all the tools necessary before starting your work. If you don't have the tools you need, ask for them. Be thoughtful about your schedule, and have a game plan for your calls, your tasks, and your workday. Know the priorities and work on them first.

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#21

CONNECT WITH PEOPLE

Get to know our clients and your team members at an appropriate personal level. Talk more and e-mail less. Understand what makes others tick and what's important to them. Strong relationships enable us to more successfully work through difficult issues and challenging times.

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#22

WALK IN OTHERS' SHOES

Seek to understand our clients' world. Ask insightful questions to uncover their challenges, frustrations, and opportunities. See the world from their perspective. The better you understand them, the more effectively you can anticipate and meet their needs. Make it a win/win.

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#23

DELIVER RESULTS

While effort is important, our clients expect results. Define up front what those results look like and agree on how to evaluate and measure them. Keep credibility high and take responsibility to ensure that committed tasks get completed. Set high goals, use measurements to track your progress, and hold yourself accountable for the client achieving their desired Measurable Results.®

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#24

BE CURIOUS

In the search for the best solutions, challenge and question what you don't understand. Dig deeper and don't accept anything at "face value" if it doesn't make sense to you. Be curious, ask thoughtful questions, and listen intently to the answers. Ask why or why not?

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#25

WORK ON YOURSELF

Be a lifelong learner. Seek out and take advantage of every opportunity to gain more knowledge, to increase your skills, and to become a greater expert. Be resourceful about learning and sharing best practices.

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#26

TAKE INTELLIGENT RISKS

Innovation, improvement, and success don't come from playing it safe. They come from a thoughtful and intentional willingness to try the unconventional and to ask "What if?" Try a new way. Think differently.

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#27

BE RELENTLESS ABOUT IMPROVEMENT

Regularly evaluate your work to find ways to improve. Don't be satisfied with the status quo. "Because we've always done it that way" is not a reason. Find ways to get things done better, faster, and more efficiently.

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#28

THINK TEAM FIRST

It's not about me, it's about we. Don't let your own ego or personal agenda get in the way of doing what's best for the team. Be there for each other and be willing to step into another role or help a co-worker when that's what's required for success. Help each other to succeed.

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#29

TREAT EVERYONE WITH DIGNITY AND RESPECT

Treat others in a way that honors their self-worth and respects their value as unique individuals, regardless of their background, appearance, or beliefs. Always act with kindness, compassion, and patience.

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#30

RUN TO THE PROBLEM

Problems and mistakes don't define us - how we handle them does. Our best chance to “wow” is when a teammate or client is upset and frustrated. Listen, be empathetic, diffuse, and focus on the solution. Seize the moment and attack the problem. Show them what we're made of.

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#31

KEEP THINGS FUN

While our passion for excellence is real, remember that the world has bigger problems than the daily challenges that make up our work. Stuff happens. Keep perspective. Don't take things personally or take yourself or others too seriously. Laugh and find your joy every day.

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