



## Corporate credo

- 1 Create a clear, simple, reality based, customer focused vision and be able to communicate it straightforwardly to all constituencies.
- 2 Understand accountability and commitment and be decisive – set and meet aggressive targets – always with unyielding integrity.
- 3 Have a passion for excellence; hate bureaucracy and all the nonsense that comes with it.
- 4 Have the self-confidence to empower others and behave in a boundary-less fashion, believe in and be committed to "work-out" as a means of empowerment, and be open to ideas from anywhere.
- 5 Have, or have the capacity to develop, global brains and global sensitivity and be comfortable building global teams.
- 6 Stimulate and relish change. Do not be frightened or paralyzed by it. See change as opportunity, not just as a threat.
- 7 Have enormous energy and the ability to energize and invigorate others.
- 8 Understand speed as a competitive advantage and see the total organizational benefits that come from a focus on speed.

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