Objective: Establishing a Servant Leadership Culture

To create and sustain a Servant Leadership culture in which:

- **Trust, integrity, and mutual respect define every relationship**, and people experience the workplace as a community grounded in honesty, dignity, and shared purpose.
- **Each experiences their work as an expression of their personal life vision**, and is committed to contributing meaningfully to the success, well-being, and growth of colleagues, vendors, clients, and the wider community.
- **Leadership is manifest at every level of the organization**, with each person accepting responsibility for influence, initiative, and stewardship, regardless of title or position.
- **Every associate is clear about the measurable outcomes that define their role**, understands how their performance contributes to the success of the Company, and takes ownership for achieving agreed-upon results.
- **Accountability is explicit, honorable, and developmental.**
  Associates make clear promises to do what they say they will do. When commitments are not met, they are supported through a process of coaching and learning designed to increase effectiveness — not to assign blame or impose punishment.
- **Coaching becomes the primary way people relate to one another.**
  Individuals actively seek feedback, invite new perspectives, and remain open to approaches beyond their habitual comfort zone.
- **Assumptions and traditional thinking are respectfully challenged**, and people are encouraged to question past practices in the pursuit of better solutions and higher standards.
- **Innovation, curiosity, and a spirit of adventure are welcomed**, with individuals encouraged to explore new ideas rather than remain limited by their past experiences.
- **The leadership team empowers associates with real agency**, ensuring that decisions are made as close as possible to the point of responsibility, and that those affected by decisions have a voice in shaping them.
- **Personal growth and professional development are core expectations**, not optional activities, and every individual is supported in becoming more capable, more self-aware, and more effective over time.
- **The organization becomes self-generative**, sustained by people who live their values, inspire one another, and remain deeply committed to the Mission — creating a culture of energy, ownership, enthusiasm, and shared responsibility for success.

In such a culture, the success of the organization and the growth of the individual are inseparable, and leadership is measured not by authority held but by the lives strengthened through our work together.