

# Module 1 – Philosophy & Core Values

RGEC follows the Philosophy, Principles & Values of *The Atrisco Companies*.



## Our Philosophy, Principles & Values

### Our Guiding Principles

We believe that the interests of our customers including their families are of primary importance. They provide the reasons for our existence and the rationale for the resources with which we operate.

As a social enterprise, we believe we have an obligation to provide to others our unique brand of leadership; setting a precedent for other non-profits to emulate and providing a model of sustainable support for the community to benefit from. As a social enterprise we shall operate in an intentional manner combining a unique application of free market business skills with social philanthropy; we further believe in value-based management delivery in all of our dealings with our stakeholders and seek to follow such strategies as a means of becoming the best service provider possible as well as offering our customers high quality services at prices below our market competitors.

We believe the long-term success of the Atrisco Companies is dependent upon the power of our own people. We believe our employees are our most valuable asset and that the continued investment, enhancement and increased diversity of our workforce is to be valued and celebrated.

We believe in a strong statewide presence by cultivating progressive relationships with local customers, partners, and their communities.

### **Our Values**

- We are dedicated to **SERVICE EXCELLENCE**.
- We believe **TRUST** is essential.
- We proudly take **OWNERSHIP** of our mission.
- We are **ONE TEAM**.
- We embrace **BOLD** thought and action.

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## Our Values

### **We embrace BOLD thought and action.**

Anticipate the needs of the market by embracing innovation with swift, confident actions.

- Learn new methods and grow from successes and failures.
- Use information technology and best practices to excel beyond competitors.
- Demonstrate creative thinking and challenge the status quo.
- Encourage risk taking and entrepreneurial behavior in all.
- Relentlessly pursue knowledge in all areas of service within each respective Atrisco Company.

### **We are ONE TEAM.**

Work together to deliver a seamless, high quality customer experience.

- Share agendas, objectives and expertise in a collaborative manner.
- Create an environment that values diversity of thought and background.
- Include others affected by a decision.
- Give positive feedback and recognize contributions.
- Invest in one another through knowledge sharing, teaching and mentoring.
- Make it a point to celebrate success.
- Take initiative with customers outside one's area of responsibility.

### **We proudly take OWNERSHIP of our mission.**

Embrace personal responsibility and demonstrate commitment to the long-term viability, success and growth of the Atrisco Companies.

- Hold yourself and others accountable for behaviors, actions and results.
- Lead by example by offering solutions and following through.
- Think like an owner ensuring that all resources are managed in a responsible and effective manner.
- Take the initiative to be informed and inform others.
- As a steward, take responsibility for the ongoing sustainability of the Company.

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## **We are dedicated to SERVICE EXCELLENCE.**

Consistently exceed the expectations of our customers, community and each other. We will strive to treat each customer as though they are our only customer.

- Actively listen, define expectations and continuously build relationships.
- Demonstrate that no job is too small or too big.
- Perform with a sense of urgency.
- Exhibit dedication, enthusiasm, positivity and passion.
- Solve problems to overcome barriers to exceptional customer service.
- Strive to do it right the first time, every time.

## **We believe TRUST is essential.**

- Always do what you say you will do.
- Establish and communicate clear expectations.
- Contribute constructively and candidly.
- Consistently act with honesty and integrity.