

- 1. CONSTANTLY EVOLVE.**
Regularly evaluate every aspect of your job and find ways to improve. Never allow yourself to be satisfied with the status quo. "Because we've always done it that way" is not a reason. Keep getting better. Keep raising the bar.
- 2. GAIN KNOWLEDGE.**
Take charge of your own learning. Be the expert at what you do. Constantly seek opportunities to learn new information about your skill, craft, or field so that you can be the very best.
- 3. BE TIMELY.**
People expect us to respond to questions and concerns quickly, whether it's in person, on the phone, or by e-mail. Be fanatical. Simply acknowledge you received the question and that you're "on it." Always keep others involved and updated on the status or outstanding issues. Rapid response is one of the easiest and best ways to stand out from the crowd.
- 4. BE ACCOUNTABLE.**
There's no better way to earn people's trust than to be true to your word. 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. Allow extra time for surprises or delays, and don't let these become excuses. Be known as a person that has consistent follow through.
- 5. CREATE WIN/WIN RELATIONSHIPS.**
It's a 2-way street. Learn to think from others' perspective. Discover what **THEY** need and find a way to help meet those needs while also fulfilling your own. Win/win solutions are always more effective and longer lasting than win/lose solutions.
- 6. LIVE MORALLY.**
Demonstrate an unwavering commitment to do the right thing in every action you take and in every decision you make, *even when no one is looking*. Always tell the truth. When you make a mistake, own up to it, apologize, and make it right.
- 7. EXHIBIT STRONG WORK ETHIC.**
Work hard. Make decisions and perform duties with positive moral values that include integrity, responsibility, high quality, discipline, humility and teamwork. Do the little things, as well as the big things, that blow people away. Strive to exceed expectations in every situation. Create extraordinary experiences they'll tell others about. Mere customer satisfaction is for lesser companies. Create "**RAVING FANS**" by doing the unexpected.
- 8. CREATE OPPORTUNITY.**
In all situations, do what's best for the customer, even if it's painful at the time. Don't sit on an idea, bring it to the table and **EXECUTE**. There's no greater way to build a reputation than to steadfastly do what's right for others every day.
- 9. MAKE QUALITY PERSONAL.**
Take pride in the quality of everything you touch and everything you do. Always ask yourself, "Is this my **BEST** work?" Everything you touch has your signature. Sign in bold ink.
- 10. CREATE A TONE OF FRIENDLINESS AND WARMTH.**
Every conversation, phone call, e-mail, letter, and even voicemail sets a tone and creates a feeling. Pay attention to every interaction and always set a tone of friendliness, warmth, and helpfulness.
- 11. CHECK THE EGO AT THE DOOR.**
It's not about you. Don't let your ego or personal agenda get in the way of doing what's best for the team. Worrying about who gets credit or taking things personally is counterproductive. Make sure every decision is based solely on advancing company goals.
- 12. PRACTICE BLAMELESS PROBLEM-SOLVING.**
Apply your creativity, spirit, and enthusiasm to developing **SOLUTIONS**, rather than pointing fingers and dwelling on problems. Identify lessons learned and use those lessons to improve our processes so we don't make the same mistake again. Get smarter with every mistake and learn from every experience.
- 13. PRACTICE THE "HUMAN TOUCH".**
Listen for, and pay attention to, the things that make people unique. Use handwritten notes, personal cards, and timely phone calls to acknowledge their specialness. Show people you care about them as individuals, rather than as transactions. Genuine compassion can't be faked.
- 14. FIND A WAY. MAKE A WAY.**
Take personal responsibility for making things happen somehow, someway. 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.
- 15. GET CLEAR ON EXPECTATIONS.**
Create clarity and avoid misunderstandings by discussing expectations upfront. Establish mutually understood objectives and deadlines for all projects, issues, and commitments. Where appropriate, confirm your communication by asking others to repeat back their understanding to ensure total clarity and agreement.
- 16. LISTEN GENEROUSLY.**
Listening is more than simply not speaking. Be present and engaged. Quiet the noise in your head and let go of the need to respond. Create space for team members to express themselves without judgment. Listen with care and with empathy. Above all, listen to understand.

The Lime Media Way.

17. BE DIRECT.

Speak respectfully and honestly in a way that moves the action forward. Make clear and direct requests. Say what you mean. Be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected.

18. COMMUNICATE TO BE UNDERSTOOD.

Know your audience. Write and speak in a way they can understand. Avoid using internal lingo, acronyms, and using industry jargon. Use the simplest possible explanations.

19. GO THE EXTRA MILE.

Be willing to do whatever it takes to accomplish the job...plus a little bit more. Take the next step to solve the problem, even if it takes doing something that's not in your job description. It's the extra mile that separates the average person from the superstar. Be a superstar!

20. SHARE INFORMATION.

With appropriate respect for confidentiality, share information freely. Learn to ask yourself, "Who else needs to know this?" Information is one of our greatest assets. Find it, share it, and use it.

21. DELIVER RESULTS.

While effort is appreciated, we reward and celebrate results. Set high goals, use measurements to track your progress, and hold yourself accountable for achieving those results.

22. FOLLOW-UP ON EVERYTHING.

Record a follow-up date for every action and take responsibility to see that it gets completed. We get paid to complete things, not to simply put them in motion.

23. CELEBRATE SUCCESS.

Catching people doing things right is more effective than catching them doing things wrong. Regularly extend meaningful acknowledgment and appreciation in all directions throughout our company.

24. BE OBSESSIVE ABOUT ORGANIZATION.

Regardless of the quality of your work, if you can't manage multiple issues, tasks, and promises, you won't be a superstar. Maintain a clean and orderly work area. Use an effective

task management system for prioritizing and tracking outstanding issues and responsibilities.

25. LOOK AHEAD AND ANTICIPATE.

Solve problems before they happen by anticipating future needs and addressing them in advance. Preventing issues is always more effective than fixing them.

26. BE PROCESS ORIENTED.

World-class organizations are built on a foundation of highly effective, repeatable processes. Look to create processes for every aspect of your work. Turn those processes into habits in order to achieve consistent results.

27. ALWAYS ASK WHY.

Don't accept anything at "face value" if it doesn't make sense to you. Be curious and question what you don't understand. Healthy, vigorous debate creates better solutions. There's no better question than "why?" Never stop asking it.

28. GET THE FACTS.

Don't make assumptions. There's always more to the story than it first appears. Gather the **FACTS** before jumping to conclusions or making judgments. Be curious about what other information might give you a more complete picture.

29. PAY ATTENTION TO THE DETAILS.

From the spelling of the client's name to the specific language of their fundamentals, from the wording on a survey to the colors on a logo... details matter. Be a fanatic about accuracy and precision. Triple-check your work. Get the details right.

30. KEEP THINGS FUN.

Remember that the world has bigger problems than the daily challenges that make up our work. Stuff happens. It's all about perspective. Don't take things personally or take yourself too seriously. Laugh every day and **CHOOSE JOY!**



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*The goal is not to be good, it's to be **EXTRAORDINARY**. Extraordinary performance comes from extraordinary people. The foundation for extraordinary people is an extraordinary culture. The behaviors and characteristics that follow define our unique culture. **THIS** is what sets Lime Media apart and what makes us leaders in our field.*