



## CORE BEHAVIORS



- 1) **Make quality personal**
- 2) Do the right thing, ALWAYS
- 3) Honor commitments
- 4) Celebrate success & have fun
- 5) Look ahead and anticipate
- 6) Find a way
- 7) Pay attention to the details
- 8) Deliver impactful customer service
- 9) Teamwork over self
- 10) Communicate effectively
- 11) Listen generously
- 12) Be relentless about improvement
- 13) Empower your people
- 14) Give back
- 15) Practice the Golden Rule

# CORE BEHAVIORS



*Quality is  
not an act;  
it's a habit.*

# make QUALITY personal

- Do your best work always
- Take pride in what you do
- Move beyond status quo





## CORE BEHAVIORS



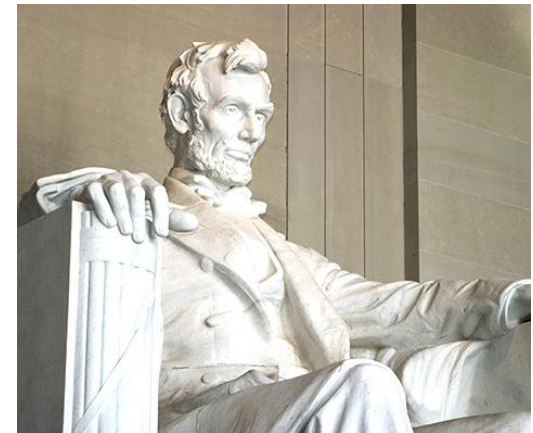
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# CORE BEHAVIORS

do  
the **RIGHT** thing  
ALWAYS

- Hold yourself and your team accountable
- Take ownership of situations
- Be truthful

*Always do the  
right thing, even  
when no one is  
watching.*





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*If you make a commitment, honor it. If you make a promise, keep it. If you set a goal, achieve it.*

# HONOR commitments

- Do what you say you are going to do, when you say you are going to do it





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# CORE BEHAVIORS

## celebrate **SUCCESS** and have fun

- Recognize associates and teams
- Keep things in perspective

*Celebrate the success of others as you would want others to celebrate you.*







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# CORE BEHAVIORS



*He who  
doesn't look  
ahead remains  
behind.*



## look ahead and **ANTICIPATE**

- Understand and focus on the desired outcome
- Search for opportunities



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# CORE BEHAVIORS

## FIND a way

- Leverage resources and teammates
- Evaluate all potential options
- Focus on how we can do it

*Find a way,  
not an excuse.*

LAUTH  
PEOPLE. TRUST. EXPERIENCE.

LAUTH  
COMMUNITIES





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# CORE BEHAVIORS



*The difference  
between  
something good  
and something  
great is the  
attention to detail.*

## pay attention to the **DETAILS**

- Be accurate and precise
- Double check before presenting/delivering
- Trust information provided, but okay to question and verify





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# CORE BEHAVIORS

## deliver impactful customer **SERVICE** INTERNALLY : EXTERNALLY

- Be accurate and precise
- Respond in a timely manner
- Be proactive
- Be sure information is accurate

*Consistently  
amazing  
customer service  
doesn't happen  
by accident.*







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# CORE BEHAVIORS



*Whatever we accomplish belongs to the entire group, a tribute to our combined efforts.*

# TEAMWORK over self

- Be a team player; provide accountability
- Work for the greater good
- Leverage each others strengths and utilize resources





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## COMMUNICATE effectively

- Give/get clear expectations
- Communicate to be understood; organize your thoughts in advance
- Know your audience
- Manage your body language

*Seek first to understand, then to be understood.*





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## CORE BEHAVIORS



*The biggest communication problem is we don't listen to understand. We listen to reply.*

# LISTEN generously

- Listen to learn and understand
- Be present





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# CORE BEHAVIORS

## be relentless about **IMPROVE MENT**

- Is there a better way to do it?
- Keep getting better
- Be solutions-focused

*Do one small  
thing to make  
today better  
than yesterday.*

**LAUTH**  
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# CORE BEHAVIORS



*The role of leaders is not to get other people to follow them, but empower others to lead.*

# EMPOWER your people

- Provide authority with responsibility to make decisions
- Create a trusting and supportive environment
- Prepare associates for success





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# CORE BEHAVIORS

# GIVE back

- Support our community through our time, talents and resources

*What you do makes a difference, and you have to decide what kind of difference you want to make.*





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# CORE BEHAVIORS



*Do unto others  
as you would  
have them do  
unto you.*

# practice the GOLDEN RULE

- Treat one another with respect

