



**XYLEM
DESIGN**

Company Values and Goals

Xylem Design's Core Values

values we achieve each and everyday

- ▶ Safe Environment
- ▶ Authenticity
- ▶ Growth: People and Processes
- ▶ Wow Service
- ▶ Knowledge Sharing (lean/learning)
- ▶ Humor
- ▶ Humility/Gratitude (recognize)
- ▶ Forging “Family Strong” Relationships

Xylem Design's Aspirational Values

values we strive to achieve each and everyday

- ▶ Ego checked at the door
- ▶ No fear to make/admit mistakes (ownership)
- ▶ Listening
- ▶ Innovation

The Six Critical Questions:

why do we exist, how do we behave, what do we do, how do we succeed, what is most important now?

▼ Why do we exist?

To Build a positive culture to improve our lives and the lives of those we touch.

▼ How do we behave?

Consciously and intentionally.

▼ What do we do?

We design and manufacture specialty display products.

▼ How do we succeed?

in progress

▼ What is most important, right now?

in progress

▼ Who must do what?

in progress

So...What's Next?

- ▼ These clear values are the underpinning of all future endeavors/relationships:

Internally:

Each Other

Culture/2\$L

Externally:

Customers

Vendors

Growth: New Website, Publicity, Marketing, Article Writing, Social Media/Blogging, Videos