



## DEFINITION OF CORE VALUES

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*In a Business Culture where the meaning of terms/words is often considered relative & preferential - we believe it's important that our Core Values be clearly defined as they are what we want to be known for personally & professionally in our community & in the services we provide to all our clients.*

*We are also committed to these values becoming increasingly real & reflected in every area of our lives & how we do business.*

### **Caring -**

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Feeling and exhibiting concern and empathy for others, showing a care; such as "a caring mother", feeling and exhibiting concern and empathy for others, as in "caring friends".

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### **Fairness -**

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Marked by impartiality and honesty : free from self-interest, prejudice, or favoritism; meaning free from favor toward either or any side.

**synonyms** - FAIR, JUST, EQUITABLE, IMPARTIAL, UNBIASED, DISPASSIONATE, OBJECTIVE, FAIR - implies an elimination of one's own feelings, prejudices, and desires so as to achieve a proper balance of conflicting interests; JUST - implies an exact following of a standard of what is right and proper; EQUITABLE - implies a less rigorous standard than JUST and usually suggests equal treatment of all concerned; IMPARTIAL - stresses an absence of favor or prejudice; UNBIASED - implies even more strongly an absence of all prejudice; DISPASSIONATE - suggests freedom from the influence of strong feeling and often implies cool or even cold judgment; OBJECTIVE - stresses a tendency to view events or persons as apart from oneself and one's own interest or feelings.

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### **Honesty -**

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Fairness and straightforwardness of conduct; adherence to the facts; uprightness of character or action.

**synonyms** - HONESTY, HONOR, INTEGRITY, PROBITY mean uprightness of character or action. HONESTY implies a refusal to lie, steal, deceive, or exaggerate the facts or truth of a matter in any way. HONOR suggests an active or anxious regard for the standards of one's profession, calling, or position. INTEGRITY implies trustworthiness and incorruptibility to a degree that one is incapable of being false to a trust, responsibility, or pledge. PROBITY implies tried and proven honesty or integrity.

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### **Commitment -**

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A pledge to do; Something pledged, especially an engagement by contract involving financial obligation; The state of being bound emotionally or intellectually to a course of action or to another person or persons.

**synonym** - promise - a verbal commitment by one person to another agreeing to do (or not to do) something in the future.

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An agreement or pledge to do something in the future; the state or an instance of being obligated.

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## **Accountability -** [Back to Top](#)

Responsibility to someone or for some activity - answerability, answerableness, responsibility, responsibility - a form of trustworthiness; the trait of being answerable to someone for something or being responsible for one's conduct.

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The quality or state of being accountable; *especially*: an obligation or willingness to accept responsibility or to account for one's actions.

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## **Integrity -** [Back to Top](#)

Steadfast adherence to a strict moral or ethical code; The state of being unimpaired; soundness; The quality or condition of being whole or undivided; completeness. **integrity** - moral soundness, fiber, character - the inherent complex of attributes that determine a persons moral and ethical actions and reactions; honesty, honesty - the quality of being honest.

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**Integrity** (*personal & corporate*) can best be defined (*and demonstrated*) by who you are and what you do when no one else is looking (*or in agreement with what you're doing*); a person that keeps their word (*promises*) even if it hurts; that always tells the truth even if it makes them look bad; does what's right, & in the best interest of others, even when it's not popular or the "politically correct" thing to do.

## **Trust -** [Back to Top](#)

Firm reliance on the integrity, ability, or character of a person or thing; Custody; care; Something committed into the care of another; charge; The condition and resulting obligation of having confidence placed in one; One in which confidence is placed; Reliance on something in the future; hope. To have or place reliance; to depend on (*i.e. Trust in the Lord. Trust to destiny*); To be confident; hope; To have or place confidence in; To expect with assurance; assume (*i.e. I trust that you will be on time*); To believe (*i.e. I trust what you say*); To place in the care of another; entrust; To extend credit to - **trust** - something (*as property*) held by one party (*the trustee*) for the benefit of another (*the beneficiary*).

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## **Respect -** [Back to Top](#)

To feel or show deferential regard for; esteem; To avoid violation of or interference with (*i.e. respect the speed limit*); To relate or refer to; concern - A feeling of appreciative, often deferential regard; esteem; The state of being regarded with honor or esteem; Willingness to show consideration or appreciation; **respects** Polite expressions of consideration or deference; **n.** - the condition of being honored (*esteemed or respected or well regarded*); the act of showing regard for others; courteous regard for people's feelings (*"in deference to your wishes"*); "out of respect for his privacy"

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