

## HAPPY

For our Team, happy means more than being a pleasure to work around and having an extra bounce in our step. We are happy people providing serious, effective solutions and putting a smile on others' faces. We have an attitude of gratitude. We are a community tied together with a greater purpose and mission. The ultimate result we strive for is a Team where each person flourishes and where we collectively look back on a life we can be proud of.

## FUN-LOVING

We take our work seriously but not ourselves. We laugh together, joke around, and our customers love to call the office or come visit us. We strive to create an awesome environment that people want to belong to. We get the Team excited about Mondays. We have so much fun it is almost unfair to call it work. We love what we do so much that we would do it for free...just kidding!

## HUMBLE

We will not be arrogant or proud. We've learned that we still have a lot to learn. We happily share the lime-light when success is achieved. Being humble is about remembering where we came from and not looking down on others – treating the waiter the same way we would the owner. It shines through when our first priority is to build our Team by leading from the back and letting others be in front. Our approach is not to see how important we can become alone but to see how much positive impact we can have on the lives of others.

## TEAM-DRIVEN

We are a community. We think of others. It is amazing what can be accomplished when it does not matter who gets the credit. We are there to support our Team and are happy for each other's success. It's in thinking "we" not "me". If someone stumbles there is someone to help them get back up because when we win, we win together. Our combined experiences working in unison allow us to achieve much more than we ever could alone.



## CUSTOMER-FOCUSED

Focus is one of our keys to success, in general. Another key is that we love to take care of our customers by making sure they feel important and valued in a healthy and genuine manner. We strive to solve issues they may not even be aware of. Simply meeting each customer's need is a basic tenant; it's our desire to exceed whenever we can. There is nothing extra about going the "extra" mile. We want to consistently raise the bar and get our customers to experience the Blacoh "wow-factor" and then be excited to come back for more.

## DILIGENT

We carry out our work with care and perseverance. We focus on the fine details, while bringing you distinct professional service. We strive not to make mistakes. We dot our I's and cross our T's. We measure twice, cut once. We say what we are going to do and get it done when we say we will. We make good things happen!

## AUTHENTIC

We are honest and trustworthy. What you see is what you get. We are real, not two-faced. We feel safe being open and vulnerable with each other. We are people of character and integrity, inside and outside of work and whether others are watching or not. We are who we say we are – always.

## CURIOUS

We are on a mission of continual improvement, and our curiosity helps drive us forward. We have inquisitive and innovative minds. We are always wanting to learn more and ask "why?". We challenge ourselves with what we can do to move from good, to great, to outstanding. We are investing in our future by caring enough to motivate ourselves to grow forward. When we do this, we help others grow with us.