



We will be the most trusted supplier of essential equipment, bakeware, coatings, and services to bakers around the world.

WE WILL ACHIEVE THIS THROUGH:

<p>C</p> <p><i>Commitment</i></p> <p>to making a difference</p> 	<p>R</p> <p><i>Respect</i></p> <p>for individuals and opportunities</p> 	<p>E</p> <p><i>Family Environment</i></p> <p>where we do business</p> 	<p>E</p> <p><i>Excellence</i></p> <p>in every decision, every day</p> 	<p>D</p> <p><i>Personal Development</i></p> <p>for successful individuals and strong teams</p> 
<p>WHAT IT TAKES:</p> <p><i>Ownership</i> <i>Initiative</i> <i>Involvement</i></p>	<p>WHAT IT TAKES:</p> <p><i>Trust</i> <i>Humility</i> <i>Appreciation</i></p>	<p>WHAT IT TAKES:</p> <p><i>Relationships</i> <i>Fairness</i> <i>Support</i></p>	<p>WHAT IT TAKES:</p> <p><i>Passion</i> <i>Innovation</i> <i>Investment</i></p>	<p>WHAT IT TAKES:</p> <p><i>Engagement</i> <i>Awareness</i> <i>Collaboration</i></p>
<ul style="list-style-type: none"> • We embrace responsibility and see things through • We do not make excuses, we solve problems • We hold ourselves accountable for the safety, quality, and integrity of our work • We hold ourselves to the highest standards of safety and ethics • We purposefully anticipate others needs • We seek opportunities for progress and act on them • We all contribute to organizational success 	<ul style="list-style-type: none"> • We confidently rely on one another • We communicate consistently and transparently • We recognize our limitations and ask for help • We are proud but not arrogant • We are grateful for the customers and communities we serve • We believe that there is strength in diversity and value the talent and knowledge of all individuals 	<ul style="list-style-type: none"> • We make a genuine effort to know each other • We treat others the way we want to be treated • We are flexible and provide resources to promote life balance • We provide feedback that is thoughtful and constructive • We work together, not over or around • We celebrate success and learn from failures together • We believe in the importance of and support strong families and strong communities 	<ul style="list-style-type: none"> • We are driven to constantly move forward • We believe that what we do is important • We listen to challenges and find intelligent solutions • We encourage fresh ideas and imagination • We look for the best solution, not the easiest • We continuously invest in our employees, processes, customers, and community • We plan with a long view into the future 	<ul style="list-style-type: none"> • We clearly communicate required job skills • We provide meaningful feedback to help team members grow • We provide goals and training to help everyone perform at their highest level • We proactively identify talent gaps and future needs to develop employees and provide career opportunities • We create opportunities to communicate and share expertise
<p>NOT LIVING IT</p> <ul style="list-style-type: none"> • Avoiding duties and decision making • Negatively impacting others by not performing our best • Placing responsibilities or blame on others • Reacting to problems rather than seeking a better way • Never offering suggestions, big or small • Not showing up for work, literally or figuratively • Hands off approach – “not my job” • Not sharing talents or participating in company projects or teams 	<ul style="list-style-type: none"> • Not being honest or dependable • Unfair or inconsistent treatment • Withholding information • Not being diligent about communication • Being quick to criticize • Being dismissive of input because of biased views • Being fearful of others intelligence or success • Getting run over - we all have a right to mutual respect • Not being sincere in recognizing others contributions 	<ul style="list-style-type: none"> • Not objectively performing duties because of relationships • Invading others privacy or sharing personal information • Buying loyalty • Not providing equal opportunities to all employees • Acting for our own interests • Ignoring specific circumstances or needs • Not identifying or providing support when needed • Belittling someone because of mistakes • Being too arrogant to value the benefit of teamwork 	<ul style="list-style-type: none"> • Being complacent or accepting mediocrity • Stifling new ideas because of lack of experience • Letting the quest for perfection slow us down • Avoiding risks • Not actively attracting, developing, and engaging with employees • Not engaging with our customers or our communities • Expecting innovation without providing resources • Excessive meetings and debate • Competing internally and overlooking what is best for our customers 	<ul style="list-style-type: none"> • Not properly onboarding new employees • Not coaching or providing feedback for growth • Not consistently assessing employees to know who is willing and capable of being developed • Promoting someone who may be good with technical skills but not managerial skills • Only responding to problems, not developing proactively • Letting employees who need development just get by • Not mentoring employees to understand job and behavioral expectations

LIVING IT NOT LIVING IT