



## Build Positive Team and Family Spirit

We are in this together. Forget that, and we all lose. We confront important business and technical issues directly, as a team. And we don't attack people—in or outside the room. We create our work environment every day—and we are proud of it. It starts with me.

*Make it count*



## **Make Every Day Matter**

Our success is built upon daily progress. We are committed to meeting our goals each day, each week. When the going is tough, we speak up, ask for support and find ways to get back on track. The unexpected happens, but we deal with it. Our colleagues can count on us to deliver.

**SEPATON<sup>®</sup>**

*Spend Wisely*



# Invest Time and Energy Wisely

Our resources are not limitless. We must spend and invest wisely to meet our commitments to our customers and each other. We constantly prioritize so that we make the biggest difference with a right-sized effort.

**SEPATON<sup>®</sup>**

*Customer Success*



# Inspire Passion for Our Customers' Success

Providing our customers with great solutions, support and service is why we exist. We understand how they succeed and we are committed to their success. We never say, "that's not my problem"...even if we'd like to.

**SEPATON<sup>®</sup>**

*Perfect Partners*



## **Invest in Win/Win Partnerships**

When we partner, it's because we see "common ground." Our partnerships provide the opportunity for both parties to achieve their goals. We are committed to win/win outcomes, even when difficult negotiations are required. But our goal doesn't waver.

**SEPATON<sup>®</sup>**

*Our Talent Shows*



## **Hire and Develop the Best**

We are in the talent business and hire people with the right attitude and attributes for success. Domain-smart isn't enough. Our leaders develop their talent and the talent around them. Every day.

**SEPATON<sup>®</sup>**

*Be Reliable*



**Always Open.  
Always Honest.  
Always Ethical.**

We are transparent, direct, and we own up.  
We say what we mean, mean what we say, and  
say it directly to the person who needs to hear it.  
We go for clarity. We do the right thing. Always.

**SEPATON<sup>®</sup>**



## **Consider Community and Environment**

We live here, we work here. And we are in it for the long term. Helping to preserve our environment and our future is part of who we are. We try to make a daily difference by avoiding waste and by recycling.

*Be Fearless*



**Constantly Innovate  
—Dare to Think Big!**

We are here to tackle the tough issues. Innovation is expected in our approaches and in our solutions. We think outside the box. We imagine. We experiment often. We are not afraid to fail... but we are not afraid to succeed.

**SEPATON<sup>®</sup>**