

17. EMBRACE CHANGE. What got us here is not the same as what will get us to the next level. Get outside your comfort zone, rather than stubbornly hanging on to old ways of doing things. Be open to new approaches, including trying on new perspectives or points of view.

18. ASK GOOD QUESTIONS. The quality of the answers you get is directly related to the quality of your questions. Be curious, ask thoughtful questions, and listen intently to the answers. Be more interested in asking and listening than in speaking. Every day is an opportunity to learn more and to up your game.

19. COMMUNICATE PERSONALLY. Pick up the phone. Meet face-to-face. When delivering difficult or complex messages, or in emotionally charged situations,

speak “live” versus hiding behind e-mail or voicemail. The best way to build relationships is through real dialogue.

20. CELEBRATE SUCCESS. Positive feedback is a tremendous energy source. Regularly extend *meaningful* acknowledgment and appreciation — in all directions throughout our organization. Watch the difference it makes.

21. BE AN EXPERT. More than anything, our clients are buying our expertise. Become an expert and constantly challenge yourself to learn more. Be curious and become a lifelong learner. Share what you learn by coaching, guiding, teaching, and mentoring others. Sharing knowledge strengthens our team.

22. BE HUMBLE. It’s not about you. Don’t let your own ego get in the way of doing what’s best for the

team. Be open to learning from others. Everyone has something he/she can teach us, and everyone’s perspective has value.

23. CREATE MEANINGFUL, PERSONAL RELATIONSHIPS. Everything we do is built on trust and trust is built on relationships. Make smart decisions that enhance long-term relationships. Take time to connect with our clients, vendor partners, team members, and the community. Strong relationships enable us to more successfully work through difficult issues and challenging times.

24. CREATE A TONE OF WARMTH AND FRIENDLINESS. Every interaction, whether it’s face to face, a phone call, e-mail, letter, or even a voicemail, makes an impression. Pay attention to every interaction to make sure that you’re setting a tone of warmth, friendliness, and helpfulness.

25. ASSUME POSITIVE INTENT. Work from the assumption that people are good, fair, and honest, and that the intent behind their actions is positive. Set aside your own judgments and preconceived notions. Give people the benefit of the doubt.

26. KEEP FAMILY FIRST. Take care of your family and your health. As crazy as work can become, never lose sight of family as a priority. The healthier we are, the happier and more productive we become as well.

27. BE A BRAND AMBASSADOR. The image we present reflects upon our clients’ reputation just as much as it does our own. Be passionate about the Nave Newell brand. Take pride in the image you present. Remember that we’re all responsible for and benefit from the Nave Newell image and reputation.

28. MAKE A DIFFERENCE. Be an active part of your community. Give back by contributing your time, effort, and where appropriate, your money, to make your community better. Every little bit matters. You *can* and *do* make a difference.

29. DO MORE WITH LESS. Be a careful steward of our company’s resources. Learn to ask yourself, “Would I spend this if it were my own money? Do we really need this? Is there a more cost efficient way to accomplish the job?”

30. KEEP THINGS FUN. While our passion for excellence is real, remember that the world has bigger problems than the daily challenges that make up our work. Stuff happens. Keep perspective. Don’t take things personally or take yourself too seriously. Laugh every day.



Where Ideas Get Down to Earth

From the beginning, we set out to make Nave Newell different from other consulting firms. Different in the way we work with our clients, different in the way we work with each other, and different in the results we achieve. Those differentiators can best be described by the 30 Fundamentals that follow. We call it the:

Nave Newell Way

1. DO WHAT'S BEST FOR THE CLIENT.

In all situations, act in the best interests of our client, even if it's to our own short-term detriment. Treat clients' money as if it were your own. There's no greater way to build a reputation than to earn the trust of those we serve. Every day.

2. DELIVER LEGENDARY SERVICE.

It's all about the experience. With every experience, do the little things, as well as the big things, that surprise people. Go the extra mile to solve the problem. Create the "WOW" factor that turns clients into Raving Fans.

3. DO THE RIGHT THING, ALWAYS.

Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, *especially when no one's looking*. Be impeccable with your word.

4. MAKE QUALITY PERSONAL.

Demonstrate a passion for excellence and take pride in the quality of everything you do. Have a healthy disdain for mediocrity. Good is *not* good enough. Always ask yourself, "Is this my best work?"

5. BE A FANATIC ABOUT RESPONSE TIME.

People expect us to respond to questions and concerns quickly, whether it's in person, on the phone, or by e-mail. This includes simply acknowledging that we got the question and we're "on it," as well as keeping those involved continuously updated on the status of outstanding issues.

6. PRACTICE BLAMELESS PROBLEM-SOLVING.

Apply your creativity and enthusiasm to developing solutions, rather than pointing fingers or dwelling on problems. Identify lessons learned and use those lessons to improve ourselves and our processes so we don't

make the same mistake twice. Learn from every experience.

7. SET AND ASK FOR EXPECTATIONS.

Create clarity and avoid misunderstandings by discussing expectations upfront. Set expectations for others and ask when you're not clear on what they expect of you. Close every meeting with clear agreement on next steps and accountabilities.

8. FOLLOW-UP EVERYTHING.

Record a follow-up date for every action and submission and take responsibility to see that it gets completed. Don't assume it's being taken care of. Be persistent and keep following up. Our clients pay us to *complete* things, not simply to work on them or put them in motion.

9. HONOR COMMITMENTS.

There's no better way to earn people's trust than to be true to your word. Do what you say you're going to do,

when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. If a commitment can't be fulfilled, ensure there are no surprises by notifying others early and agreeing on a new timeframe to be honored.

10. BE RELENTLESS ABOUT IMPROVEMENT.

Continuously re-evaluate every aspect of your job to find ways to improve. Never be satisfied with the status quo. "Because we've always done it that way" is not an acceptable reason. Find ways to get things done better, faster, and more efficiently.

11. BE FOR EACH OTHER.

Consider how your actions impact your teammates. Be there for each other and be willing to step into another role or help a co-worker when that's what's required for success. Help each other to be great. *We win and lose as a team.*

12. BE PROACTIVE.

Solve problems before they happen by anticipating future issues, planning for contingencies, and addressing them in advance. Do your homework and be prepared for all meetings, calls, and appointments. Know the priorities, and work on them first. Think things through.

13. LISTEN GENEROUSLY.

Listening is more than simply "not speaking." Show people you care and respect them by giving them your undivided attention. Be present and engaged. Quiet the noise in your head and let go of the need to agree or disagree. Suspend your judgment and be curious to know more, rather than jumping to conclusions. Above all, listen to *understand*.

14. SPEAK STRAIGHT.

Speak honestly in a way that moves the action forward. Say what you mean, and be willing to ask ques-

tions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected.

15. PAY ATTENTION TO THE DETAILS.

Missing just one detail can have an enormous impact on a job. Be a fanatic about accuracy and precision. The goal is to get things right, not simply to get them done. Double check your work. Get the details *right* the first time.

16. BE PROCESS-ORIENTED.

Learn the systems, standards, and procedures that support our ability to perform with consistency. Utilize checklists to ensure that our work is thorough and complete. Strong processes are the foundation of organizational success.