



# Company culture

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## 01 LEAD WITH SERVANT LEADERSHIP AND SERVICE-ORIENTED VALUES

Adopt a servant leadership approach, where the focus is on helping others grow and succeed. This means prioritizing the well-being and development of your team, clients, and the community. Establishing a culture that values service fosters collaboration and mutual respect, which are essential for a thriving work environment. I like to “walk the four corners” of the building and say hi to everyone throughout the day, so that they know that I am accessible and that I care

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## 02 EMPOWER EMPLOYEES THROUGH SHARED VISION AND SUPPORT

Encourage employees to pursue their personal and professional dreams by creating a supportive environment. Implement initiatives like a Dream BIG program where team members create and share vision boards. This not only builds camaraderie but also allows the team to collectively support and celebrate each other’s achievements. Providing resources, such as a book club on Atomic Habits or financial literacy classes, further empowers employees to reach their goals.

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## 03 PROMOTE AGILITY, CREATIVITY, AND INNOVATION

Cultivate a culture that embraces change and encourages innovative thinking. Encourage your team to be adaptable, resilient and creative, especially during challenging times. This can involve expanding services, pivoting business strategies, or introducing new initiatives that meet evolving market needs. A flexible approach helps sustain growth and resilience in any business environment. Ask employees for ideas on ways to improve various aspects of the company. They have a front view seat with great ideas!

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## 04 INTEGRATE COMMUNITY SERVICE INTO COMPANY CULTURE

Make community service a cornerstone of your company’s culture. Develop programs like Elontec did with our ElonServe initiative that encourage employees to engage in meaningful service activities throughout the year, reinforcing the idea that "we are all families helping families." This commitment to giving back not only strengthens team bonds but also enhances the company’s reputation and impact.

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## 05 EMBED CORE VALUES THAT REFLECT TEAM INPUT

Involve your team in defining the company’s core values to ensure they resonate with everyone. Our team believes in RAISING the bar. Values like Respect, Agility, Integrity, Service, Excellence and Spirit should be more than just words—they should guide daily actions and decisions. A culture built on shared values fosters a strong sense of purpose and commitment among employees, driving excellence in all aspects of the business. We reward employees who were “caught” doing something great by other teammates. We also have a Culture Club led by the employees to create and foster the desired culture. After all, we spend a lot of time with each other and we should make it what we want.

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By focusing on these strategies, you can build a dynamic and supportive company culture that encourages growth, innovation, and a deep sense of community.