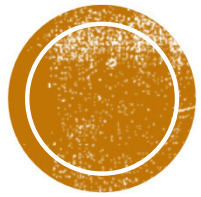


FUNDAMENTALS DECK

Chico Electric's Fundamentals – Key Behaviors that Drive Culture





HONESTY & TRANSPARENCY

Trust & Integrity

5/8/2024

FUNDAMENTAL #1: EVERY MISTAKE IS AN OPPORTUNITY TO GROW

- "Embracing a culture where every mistake is viewed as an opportunity for growth and learning. We believe that through acknowledging and learning from our mistakes, we can continuously improve, innovate, and strive for excellence in all that we do. Our commitment to turning setbacks into steppingstones propels us forward on our journey towards success and continuous improvement."



FUNDAMENTAL #2: SHARE THE SPOTLIGHT

- "Fostering a culture of humility and collaboration where we celebrate the success of others and willingly share recognition and praise. We believe in the power of teamwork and selflessness, putting the spotlight on collective achievements rather than individual glory. By sharing the spotlight, we uplift each other and grow stronger together."



FUNDAMENTAL #3: DRIVE CLARITY

- "Embodying a commitment to clarity in communication, decision-making, and actions. We prioritize transparency, simplicity, and precision in everything we do, ensuring alignment, understanding, and focus across our organization. By driving clarity, we empower our team to make informed choices, foster trust, and achieve our goals with purpose and efficiency."



FUNDAMENTAL #4: ASSUME POSITIVE INTENT

- "Cultivating a culture of trust and empathy where we approach interactions with the belief that others have positive intentions at heart. By assuming positive intent, we promote open communication, foster strong relationships, and resolve conflicts constructively. This fundamental encourages understanding, collaboration, and a supportive environment where individuals feel valued and respected."



FUNDAMENTAL #5: PRACTICE BLAMELESS PROBLEM-SOLVING

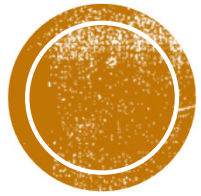
- "Embracing a culture of accountability and continuous improvement where we prioritize solutions over assigning blame. Through blameless problem-solving, we encourage a fearless approach to addressing challenges, fostering innovation, learning, and growth. By focusing on solutions and learning from mistakes without finger-pointing, we create a supportive environment where creativity thrives, and progress is made collaboratively."



FUNDAMENTAL #6: DO THE RIGHT THING, ALWAYS

- "Upholding unwavering integrity and ethical standards in every decision and action we take. 'Do the right thing, always' is not just a value, but a guiding principle that drives us to act with honesty, fairness, and respect in all situations. By prioritizing ethical conduct and moral courage, we build trust, credibility, and a strong foundation for sustainable success."





RELIABILITY & ACCOUNTABILITY

Trust & Integrity

5/8/2024

FUNDAMENTAL #7: TAKE OWNERSHIP

- "Embracing a mindset of responsibility and accountability for our actions, decisions, and outcomes. At the core of our values is 'take ownership,' where we empower individuals to take initiative, solve problems proactively, and drive results with a sense of personal ownership. By taking ownership, we foster a culture of reliability, self-motivation, and continuous improvement, where every individual's contributions make a meaningful difference towards our shared goals."



FUNDAMENTAL #8: KEEP YOUR WORD

- "Committing to honor our promises, agreements, and commitments without compromise. 'Keep your word' is a cornerstone of our values, reflecting our dedication to integrity, trustworthiness, and reliability in all our interactions. By upholding this value, we build strong relationships, instill confidence, and demonstrate respect for our colleagues, customers, and partners. Consistently honoring our word strengthens our reputation and fosters a culture of accountability and credibility within our organization."



FUNDAMENTAL #9: DELIVER LEGENDARY SERVICE

- "Striving to exceed expectations and create unforgettable experiences for our customers through 'Deliver legendary service.' This fundamental embodies our relentless commitment to providing exceptional, personalized service that goes above and beyond. By aiming to deliver legendary service in every interaction, we aim to build lasting relationships, inspire loyalty, and set a new standard of excellence in customer satisfaction. Our dedication to legendary service defines who we are and drives us to continuously raise the bar for exceptional customer experiences."



FUNDAMENTAL #10: PAY ATTENTION TO THE DETAILS

- "Fostering a culture of precision and excellence by emphasizing the importance of paying attention to the details. 'Pay attention to the details' is a fundamental that underscores our dedication to quality, thoroughness, and meticulousness in everything we do. By focusing on the finer points and nuances, we ensure accuracy, consistency, and a superior level of craftsmanship in our work. This value reflects our commitment to excellence and sets the foundation for delivering exceptional results that exceed expectations."



FUNDAMENTAL #11: FOLLOW UP EVERYTHING

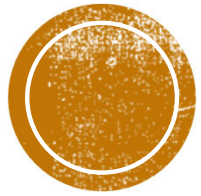
- "Emphasizing the importance of thoroughness and accountability by committing to 'follow up everything.' This fundamental underscores our dedication to ensuring that no task or commitment falls through the cracks. By following up on every detail, promise, and action, we demonstrate reliability, integrity, and a customer-centric approach in all our endeavors. This value drives us to proactively communicate, provide closure, and deliver on our commitments consistently, fostering trust, transparency, and success in all our interactions."



FUNDAMENTAL #12: DELIVER RESULTS

"Embodying a relentless commitment to achieving outcomes and driving impact through 'deliver results.' This fundamental reflects our dedication to setting goals, taking action, and producing tangible, meaningful results. By focusing on execution, accountability, and excellence in all that we do, we strive to exceed expectations, drive progress, and create value for our customers, stakeholders, and team members. 'Deliver results' is not just a value but a guiding principle that fuels our performance-driven culture and propels us towards success."





CREATIVITY & ADAPTABILITY

Innovation

5/8/2024

FUNDAMENTAL #13: FIND A WAY

"Embracing a mindset of resourcefulness, determination, and innovation by embodying the fundamental of 'find a way.' This principle underscores our commitment to overcoming challenges, solving problems, and achieving goals through creative solutions and perseverance. By fostering a culture of adaptability and resilience, we empower our team to navigate obstacles, seize opportunities, and drive forward progress. 'Find a way' inspires a can-do attitude, a spirit of collaboration, and a relentless pursuit of excellence in everything we undertake."



FUNDAMENTAL #14: MAKE QUALITY PERSONAL

- "Embracing a deep commitment to excellence and craftsmanship by embodying the fundamental of 'make quality personal.' This principle reflects our dedication to taking pride in our work, attention to detail, and a relentless pursuit of excellence in every task we undertake. By making quality personal, we infuse passion, care, and expertise into everything we deliver, ensuring that our products and services consistently meet the highest standards. This value inspires a culture of excellence, continuous improvement, and a customer-centric focus that sets us apart in delivering exceptional quality and value."



FUNDAMENTAL #15: CREATE TRIPLE-WIN SOLUTIONS

"Fostering a collaborative and mutually beneficial approach to problem-solving and decision-making through the fundamental of 'create triple-win solutions.' This principle guides us to seek outcomes that not only meet our own objectives but also consider the needs and interests of others involved. By prioritizing win/win & triple-win solutions, we cultivate relationships built on trust, respect, and shared success. This value encourages innovation, creativity, and a mindset of abundance, where everyone involved can thrive and benefit from our collective efforts."



FUNDAMENTAL #16: GO THE EXTRA MILE

"Embracing a commitment to exceeding expectations and demonstrating exceptional dedication through the fundamental of 'go the extra mile.' This principle reflects our unwavering determination to provide outstanding service, deliver exceptional results, and show genuine care and effort in all our endeavors. By going the extra mile, we strive to create memorable experiences, build lasting relationships, and set a standard of excellence that inspires others. This value drives us to push boundaries, innovate, and consistently deliver beyond what is expected, enriching the lives of our customers, partners, and team members."



FUNDAMENTAL #17: BE CURIOUS

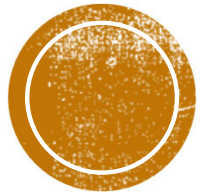
"Cultivating a culture of continuous learning, exploration, and growth through the fundamental of 'be curious.' This principle encourages us to approach challenges with an open mind, seek new perspectives, and embrace a spirit of inquiry and discovery. By fostering curiosity, we drive innovation, creativity, and personal development within our organization. This value inspires a thirst for knowledge, a willingness to explore new ideas, and a commitment to staying curious and adaptable in an ever-evolving world, propelling us towards success and excellence."



FUNDAMENTAL #18: BE RELENTLESS ABOUT IMPROVEMENT

"Embracing a culture of continuous growth, innovation, and excellence through the fundamental of 'be relentless about improvement.' This principle underscores our unwavering commitment to challenging the status quo, pushing boundaries, and striving for ongoing enhancement in all aspects of our work. By being relentless about improvement, we foster a mindset of continuous learning, adaptation, and evolution, driving us to achieve higher standards and reach new levels of success. This value inspires a culture of innovation, resilience, and a relentless pursuit of excellence, empowering us to adapt, grow, and thrive in a dynamic business environment."





COLLABORATION & COMMUNICATION

Family Partnership

5/8/2024

FUNDAMENTAL #19: WORK WELL WITH THE TEAM

"Fostering a collaborative and supportive environment where teamwork is valued and encouraged through the fundamental of 'work well with the team.' This principle emphasizes the importance of cooperation, communication, and mutual respect among team members to achieve common goals. By working well with the team, we leverage diverse perspectives, skills, and strengths to drive innovation, productivity, and success. This value promotes a culture of trust, synergy, and camaraderie, where collective achievements are celebrated, and individual contributions are recognized and appreciated, creating a cohesive and high-performing team."



FUNDAMENTAL #20: LOOK AHEAD & ANTICIPATE

"Embracing a proactive and forward-thinking mindset by embodying the fundamental of 'look ahead & anticipate.' This principle guides us to anticipate trends, challenges, and opportunities, enabling us to adapt swiftly and stay ahead of the curve. By looking ahead and anticipating, we foster innovation, agility, and strategic planning that drive sustainable growth and success. This value inspires a culture of preparedness, creativity, and resilience, empowering us to navigate uncertainty, seize possibilities, and shape a brighter future for our business and stakeholders."



FUNDAMENTAL #21: SHARE INFORMATION FREELY

"Fostering a culture of transparency, trust, and collaboration through the fundamental of 'share information freely.' This principle underscores our commitment to open communication, knowledge sharing, and accessibility of information within our organization. By sharing information freely, we promote a culture of empowerment, inclusivity, and continuous learning, where insights and ideas flow freely across teams. This value cultivates a sense of unity, trust, and alignment, enabling us to make informed decisions, drive innovation, and achieve success collectively."



FUNDAMENTAL #22: CONFRONT ISSUES

"Embracing a culture of accountability, courage, and problem-solving by embodying the fundamental of 'confront issues.' This principle emphasizes our commitment to addressing challenges, conflicts, and concerns directly and constructively. By confronting issues, we promote transparency, growth, and continuous improvement within our organization. This value inspires a culture of open communication, accountability, and collaboration, empowering us to tackle obstacles head-on, foster a positive work environment, and drive sustainable solutions that lead to long-term success."



FUNDAMENTAL #23: ACTIVE LISTENING

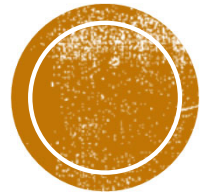
“Embracing the power of empathy, understanding, and effective communication through the fundamental of 'active listening.' This principle highlights our commitment to genuinely hearing, comprehending, and valuing the perspectives of others. By practicing active listening, we foster meaningful connections, build trust, and enhance collaboration within our organization. This value promotes a culture of respect, empathy, and engagement, where every voice is heard, ideas are valued, and relationships are strengthened. Through active listening, we cultivate a supportive and inclusive environment that drives innovation, creativity, and shared success.”



FUNDAMENTAL #24: BE A POSITIVE INFLUENCE

"Being a positive influence means embodying optimism, empathy, and integrity in all that we do. It involves uplifting and inspiring others through our words, actions, and attitudes, fostering a culture of support, growth, and inclusivity. By striving to be a positive influence, we aim to create a ripple effect of kindness and encouragement that extends beyond ourselves, making a meaningful impact on our team, our customers, and our community."





EMPATHY & RESPECT

Family Partnership

5/8/2024

FUNDAMENTAL #25: ENGAGE WITH EMPATHY

"Engaging with empathy is about approaching interactions with understanding, compassion, and respect. It involves actively listening to others, seeking to understand their perspectives, and responding with kindness and thoughtfulness. By embodying empathy in our communication and relationships, we create a supportive and inclusive environment where everyone feels valued and heard. This fundamental guides us in building meaningful connections, resolving conflicts constructively, and fostering a culture of trust and collaboration within our team and beyond."



FUNDAMENTAL #26: ALWAYS BE RESPECTFUL

"Always be respectful is a fundamental value that underscores the importance of treating others with consideration, dignity, and courtesy in every interaction. It entails valuing diversity, honoring differing opinions, and embracing a culture of inclusivity and equality. By upholding respect as a guiding principle, we cultivate a positive and harmonious work environment where mutual understanding, trust, and cooperation thrive. This fundamental serves as a foundation for building strong relationships, fostering teamwork, and nurturing a culture of respect that extends to all stakeholders within and outside the organization."



FUNDAMENTAL #27: BE INTERESTED IN THE LIVES OF OTHERS

"Being interested in the lives of others is about demonstrating genuine curiosity, empathy, and care for the well-being of our colleagues, customers, and community. It involves actively engaging with others, taking the time to listen to their stories, concerns, and aspirations, and showing support and encouragement in their personal and professional journeys. By embodying this core value, we foster meaningful connections, build trust, and create a culture of belonging where individuals feel valued, understood, and appreciated. This value guides us in building strong relationships, driving collaboration, and making a positive impact on the lives of those around us.



FUNDAMENTAL #28: COMMUNICATE TO BE UNDERSTOOD

"Communicate to be understood is a fundamental that emphasizes the importance of clear, transparent, and effective communication in all aspects of our work. It involves articulating ideas, feedback, and information in a way that is easily comprehensible to others, considering different perspectives and adapting our communication style to ensure clarity and mutual understanding. By prioritizing this value, we strive to minimize misunderstandings, foster open dialogue, and promote a culture of transparency and collaboration within our team and with our stakeholders. Effective communication not only enhances productivity and efficiency but also builds trust, strengthens relationships, and drives success in our endeavors."



FUNDAMENTAL #29: CREATE A TONE OF FRIENDLINESS AND WARMTH

"Creating a tone of friendliness and warmth is a fundamental that centers on cultivating a welcoming, inclusive, and positive atmosphere in all interactions and environments. It involves approaching others with kindness, empathy, and genuine care, fostering connections that are built on trust and mutual respect. By embodying this value, we aim to create a sense of belonging and community, where everyone feels valued, supported, and appreciated. This fundamental guides us in promoting a culture of approachability, teamwork, and collaboration, where relationships flourish, creativity thrives, and individuals can truly be themselves."



FUNDAMENTAL #30: CHECK THE EGO AT THE DOOR

"Checking the ego at the door is a fundamental that encourages humility, openness, and a focus on collective success over individual glory. It involves setting aside personal agendas, being receptive to feedback and different perspectives, and prioritizing the greater good of the team or organization. By embracing this value, we foster a culture of collaboration, respect, and continuous learning, where egos take a back seat to collaboration, innovation, and shared achievements. This fundamental guides us in promoting a spirit of teamwork, accountability, and growth, where individuals work together harmoniously towards common goals, free from ego-driven behaviors that may hinder progress and success."

