

Establishing Company's Values

Values serve as the guide for how Companies treats internal and external stakeholders (customers, employees, management, share holders and Government). The company aspires to these values to make the company a great place to work and do business.

For example, **Merck**, a company that produces pharmaceutical products and provides insurance for pharmacy benefits, publicly states the following values.

- Corporate social responsibility
- Unequivocal excellence in all aspects of the company
- Science-based innovation
- Honesty & integrity
- Profit, but profit from work that benefits humanity

And **Walt Disney**, an entertainment business states their values as follows.

- No cynicism
- Nurturing and promulgation of "wholesome American values"
- Creativity, dreams and imagination
- Fanatical attention to consistency and detail
- Preservation and control of the Disney "magic"

And **First Horizon National**, an premier national financial services company states their value as follows.

- **Employees first** -- We hire, retain and develop the best people, ensuring that every employee has the opportunity to demonstrate high performance and succeed. Also, we'll nurture our Firstpower culture as our competitive advantage.
- **Exceptional teamwork** – As one enterprise, we exhibit an uncommon ability to work together, based on interdependence and trust.

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- **Individual accountability** – As owners, we take individual responsibility for our overall success.
- **Absolute determination** – When we identify a goal, we are committed to getting it done. We execute with speed and diligence and take pride in going above and beyond.
- **Knowing our customers** – We create value and build loyalty by understanding and exceeding the expectations of customers in our target markets.
- **Doing the right thing** – We have the courage to make decisions and take actions based on personal and professional integrity.

And **BNSF** Railway, an premier railroad company states their value as follows.

- Listening to customers and doing what it takes to meet their expectations.
- Empowering one another, showing concern for our colleagues' well-being and respect for their talents and achievements.
- Continuously improving by striving to do the right thing safely and efficiently.
- Celebrating our rich heritage and building on our success as we shape our promising future.

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