



## Why Core Values

1 December 2009

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We reap what we sow. When we sow to good values and encourage ourselves and others to embody them, we reap benefits and see blessings. It is just that simple.

Think about it. When we sow to safety, we reap less accidents, a cleaner work environment, orderly flow of materials, reduced costs, and more. When we all do our duty, schedules and deadlines get met, information gets passed on time, everyone shares in accomplishments. When we serve selflessly, customers (internal and external) are satisfied and want to do more business with us. When we sow respect, we are respected. When we act honorably we are esteemed. When we sow to integrity, we are trusted. When we sow to personal courage, difficult issues get resolved, processes get improved, and the whole organization makes progress.

It works in reverse as well. How many of us are quick to cite examples of sowing against the core values. The short cut that costs a finger. The “not my job” attitude that causes a delay or lost business. The me-first focus that leaves others to work harder. The disrespect that leaves someone hurting and frustrated. The less than honorable attitude that says, “Everybody does it,” but leaves the wake of shame and guilt.

That rationalized lack of integrity makes everyone question your next commitment. And the lack of personal courage lets things go (downward) because it might be inconvenient to change.

In the short time that we have been embracing the core values, I have seen sowing and reaping for good and bad. But mostly for good! People are using the core values as intended – to be a fulcrum for leveraging the organization to a higher level of performance. We are becoming more demanding partners of one another by discussing issues openly in the context of our shared values. This will continue to reap benefits and blessings as we continue to sow to these values.



The following core values have become part of the POP Displays culture and appear in the lobby:

Safety: Recognize that everyone under your charge has a right to go home the same way they came to work. House keeping and safety are good business.

Duty: Fulfill your obligations. Do what should be done, when it should be done, without having to be told. Take Ownership. Stay balanced.

Selfless Service: Put the welfare of the customers, the company, and your subordinates before your own

Respect: Love others as you love yourself.

Honor: Live up to a higher standard of values than society at large.

Integrity: Let your word be your bond. Do what you say you will. Build trust. Be candid.

Personal Courage: Do the harder right instead of the easier wrong, even when it is not convenient or popular. No excuses. No victims.