

What Diversified values.....



7 Cs

How we do things.....

Cooperation in the workplace and **Competition** in the marketplace - Effective team work is essential to individual and collective success. We encourage, recognize and reward personal and team achievement.

Competence - Professional performance built by proper training and supported by progressive leadership that encourages self-development.

Customers - We deliver quality products and services that meet or exceed customers' expectations.

Caring - We demonstrate a caring attitude toward employees and customers by valuing differences and treating others with respect, dignity and fairness. We promote a pleasant work environment.

Communication - Information is shared and questions are asked and answered with openness and honesty in a manner that is timely, accurate, complete and appropriate. Debate engaged in a timely manner is essential to being open, honest, accurate and complete, and leads to better decisions.

Community - We contribute to the communities in which we live and work, encourage responsible resource management and promote practices that sustain the industries we serve.

Commitment to Excellence - All employees are accountable and responsible for meeting goals and fulfilling their roles on the team. Visionary leadership sets realistic, challenging and futuristic goals, thereby increasing everyone's chances for success.