

Courageous Excellence!

We believe courage is one of the most defining measures of a person. Without courage, we feel, one cannot have anything else that really matters. Now, certainly we are not out there doing dangerous work. We have huge respect for the men and women who face danger every day. Instead, we acknowledge that pursuing excellence requires courage, intellectually and entrepreneurially, at every level of our organization. You see, being courageous serves everyone. We should be courageous in our desires to learn, to achieve new things, to accomplish goals that others fear (even if we feel some fear ourselves) and to think about problems in ways no one else would. That is the thing about being courageous - it is not about *NOT* having fear or self-doubt, it is about managing it and moving forward anyway. The GetUsROI mission is simple: Courageous Excellence.

About Being Courageous:

- We must be grounded in the idea of always trying to ***'Do the Right Thing'***. Doing the right thing is not a matter of convenience. Sometimes it takes courage. We must continue to foster an environment in which our main question needs to be: *'did we do the right thing for the customer?'* If any of you have seen our staff interact with customers directly, you understand how different your view can be if you are first trying to do the right thing.

We stand in stark contrast to some of our business partners whose first question is *'how do we get paid.'* Sometimes we are not on the same page with our customers or partners. We can only do our part. In some situations all we can do is indicate what we think the right thing is - and let the customer decide. In some cases, it means we do the work the way the customer wants (with adequate notes of concern from us). In bigger or more difficult situations it could mean we part ways with the customer or do not take their business. But, being courageous about doing the right thing means it cannot have a price tag.

- We must ***Not Fear Our Own Success***. As a business, we use excellence to achieve ROI for our customers. This may mean that we work ourselves out of a job. This should be an expectation of ours. If we do our job well, we should be working ourselves out of that job. We do Not Fear the Emulation of other companies, as competitors copy success. Instead, this should be a motivating factor. Finally, we cannot fear the fact that as we become successful, our team members will be sought after by others. If we are doing our job to create a successful and engaging environment, where people can achieve their personal goals, we have done our job.
- We must ***Not Fear Challenges***. Challenges hit us in all sorts of ways; technical, business, etc. There is a way to turn all of these into opportunities. Many of these things turn into learning experiences or opportunities to further our education. We must seize these opportunities. We understand that difficult situations occur every day. If we are paying attention, we can benefit from them. Likewise, we must not fear challenges presented to us by customers. While we should be prudent, and validate that the challenge is aligned with our direction, we have to push through our fear and self doubt - and achieve success for our customer.
- We must ***Not Fear Questioning Our Own ROI***. They say that looking in the mirror can sometimes be the hardest thing to do. We must not fear questioning our own ROI. If we are providing excellence and thus significant ROI, we will always be fine. However, if we are in a situation where we are NOT providing ROI, whatever the circumstance - we must alter the situation. It is a moral imperative to do so.

