

## COLLABORATION

- ✓ Listen intently
  - ✓ Embrace diversity
  - ✓ Be reliable
  - ✓ Be flexible
- You listen intently, instead of reacting fast, so you can better comprehend
  - You embrace diverse individuals and opinions and recognize compromise as important to progress
  - You are reliable and do what you say you're going to do
  - You are flexible and cognizant of what you're contributing to the relationship, not just what you're getting out of it

## PASSION

- ✓ Embrace our mission
  - ✓ Be tenacious and inspire others
  - ✓ Care intensely about customers
  - ✓ Celebrate wins
- You embrace our mission and the responsibility we have to enable advisors and their clients to succeed
  - You care intensely about your customers and believe deeply that your role, no matter what it is, supports eMoney's success
  - You are tenacious and inspire others with your hunger for excellence
  - You celebrate wins and recognize the accomplishments of others

## FUN

- ✓ Don't take yourself too seriously
  - ✓ Value social connections
  - ✓ Believe in culture & camaraderie
  - ✓ Don't be afraid to be weird
- You are creative, open-minded, and don't take yourself too seriously
  - You think culture is built through comradery and take advantage of opportunities to foster it
  - You value social connections and look to bond with your colleagues
  - You are not afraid to be weird or celebrate the weirdness of others

## INNOVATION

- ✓ Anticipate needs
  - ✓ Think big
  - ✓ Challenge old assumptions
  - ✓ Minimize complexity
- You anticipate needs and pursue exceptional ways to meet them
  - You challenge old assumptions and have the courage to suggest new approaches
  - You think big and aren't afraid to fail trying
  - You keep us agile by finding simple ways to execute complex initiatives

## INTEGRITY

- ✓ Be sincere
  - ✓ Do the right thing
  - ✓ Rise above gossip
  - ✓ Own your mistakes
- You prioritize sincerity, truthfulness, and respect in every interaction
  - You do the right thing even when no one is watching
  - You rise above gossip and reject typical office politics
  - You recognize when a mistake is made, own it when it's yours, and focus on solutions - not blame - no matter what

