



## SOUTHWEST SNOHOMISH COUNTY COMMUNICATIONS AGENCY

# CORE VALUES

- **PROFESSIONALISM**

*We are committed to proficiency, reliability, and excellence in all aspects of our conduct and performance. We are skilled specialists and we take great pride in our performance.*

- **TEAMWORK**

*We give our full participation, by being cooperative, informative, responsive, and supportive, to work toward and accomplish the common/collective goal. We share a desire to serve the public for the common good.*

- **INTEGRITY**

*We live our values every minute of every day. We believe in doing the right thing right the first time for our customers at all times. We hold ourselves to a high standard of ethical conduct.*

- **DEDICATION**

*We are responsive to our customers, passionate in our advocacy, principled in our approach, and responsible in our actions. The well being of our communities is our priority.*

- **EMPATHY**

*We will pay close attention to the world around us ... understanding, appreciating and meeting the needs of those we serve and our co-workers and partner agencies.*

- **INNOVATION**

*We pursue innovation and continuous improvement in all we do. We are highly creative and work to connect new ideas with business realities. Ideas come from everywhere and everyone at SNOCOM. We strive to do our jobs right, do them well and do them better.*