CORE VALUE STATEMENTS

- Secular Businesses
- Faith-Based Businesses
- U.S. Military
- First Responders

Secular Businesses

American Express

- Customer Commitment: We develop relationships that make a positive difference in our customers' lives.
- Quality: We provide outstanding products and unsurpassed service that, together, deliver premium value to our customers.
- Integrity: We uphold the highest standards of integrity in all of our actions.
- Teamwork: We work together, across boundaries, to meet the needs of our customers and to help the company win.
- Respect for People: We value our people, encourage their development and reward their performance.
- Good Citizenship: We are good citizens in the communities in which we live and work
- A Will to Win: We exhibit a strong will to win in the marketplace and in every aspect of our business.
- Personal Accountability: We are personally accountable for delivering on our commitments

Apple

- We believe that we're on the face of the Earth to make great products.
- We believe in the simple, not the complex.
- We believe that we need to own and control the primary technologies behind the products we make.
- We participate only in markets where we can make a significant contribution.
- We believe in saying no to thousands of projects so that we can really focus on the few that are truly important and meaningful to us.
- We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot.
- We don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change.

Chevron

- High Performance: We are passionate about delivering results, and strive to continually improve. We hold ourselves accountable for our actions and outcomes. We apply proven processes in a fit-for-purpose manner and always look for innovative and agile solutions.
- Diversity and Inclusion: We learn from and respect the cultures in which we operate. We have an inclusive work environment that values the uniqueness and diversity of individual talents, experiences and ideas.
- integrity and Trust: We are honest with ourselves and others, and honor our commitments. We trust, respect and support each other. We earn the trust of our colleagues and partners by operating with the highest ethical standards in all we do.
- Protect People and the Environment: We place the highest priority on the health and safety of our workforce and protection of our assets, communities and the environment. We deliver world-class performance with a focus on preventing high-consequence incidents.
- Partnership: We build trusting and mutually beneficial relationships by collaborating with our communities, governments, customers, suppliers and other business partners. We are most successful when our partners succeed with us.

Microsoft

- Innovation
- Diversity and Inclusion
- Corporate Social Responsibility
- Philanthropy
- Bettering and Protecting the Environment
- Trustworthy Computing

Walt Disney

- Innovation: We are committed to a tradition of innovation and technology.
- Quality: We strive to set a high standard of excellence. We maintain high-quality standards across all product categories.
- Community: We create positive and inclusive ideas about families. We provide entertainment experiences for all generations to share.
- Storytelling: Timeless and engaging stories delight and inspire.
- Optimism: At The Walt Disney Company, entertainment is about hope, aspiration and positive outcomes.
- Decency: We honor and respect the trust people place in us. Our fun is about laughing at our experiences and ourselves

Wells Fargo

Five primary values guide every action we take:

- What's right for customers. We place customers at the center of everything we do. We want to exceed customer expectations and build relationships that last a lifetime.
- People as a competitive advantage. We strive to attract, develop, motivate, and retain the best team members — and collaborate across businesses and functions to serve customers.
- Ethics. We're committed to the highest standards of integrity, transparency, and principled performance. We do the right thing, in the right way, and hold ourselves accountable.
- Diversity and inclusion. We value and promote diversity and inclusion in all aspects of business and at all levels. Success comes from inviting and incorporating diverse perspectives.
- Leadership. We're all called to be leaders. We want everyone to lead themselves, lead the team, and lead the business — in service to customers, communities, team members, and shareholders

Additional Secular Business Value Statements:

- Canon
- Bank of America
- Berkshire-Hathaway
- Facebook
- Johnson & Johnson

Faith-Based Businesses

Baker Publishing Group

Baker Publishing Group is committed to serving Jesus Christ and his church and to working in a way that honors God. Therefore, we share the following values:

- Integrity: Following through on our commitments and upholding the highest ethical standards in our work.
- Excellence: Maintaining a high level of quality, so that everything we do reflects well on our company and our authors.
- Innovation: Seeking creative ways to publish effectively and work efficiently in a changing marketplace.
- Respect: Treating authors, customers, and colleagues with respect in our words and actions.
- Teamwork: Working together and communicating clearly within and across departments to better serve our authors and readers.
- Service: Using our God-given talents and resources to benefit our communities, our customers, and one another.

C12 Group

- Results Matter: We focus on actions and activities that deliver our goal of growing great businesses and expanding the kingdom of God.
- Integrity: We speak the truth and adhere to Biblical principles; anything less is unacceptable.
- Camaraderie: We are a team, called by Christ, sharing joy and accepting our complementary differences.
- Spiritual Growth: We are committed to be all we can be in Christ, nurturing our intimacy and humble obedience to Jesus.
- Excellence: We strive to constantly exceed benchmarks for excellence in every dimension of our organization, work, and ministry.
- Thankfulness: We offer thanksgiving, remembering that all we have is a gift from God. We deserve nothing but have been given the privilege of serving God through work that honors Him.
- Finishing Well: We keep the end in mind, maintaining both an eternal perspective and Kingdom priorities as long-term stewards of our company's ministry impact.

Chick-fil-A

- Chick-fil-A's Corporate Purpose is: "To glorify God by being a Faithful Steward of all that is entrusted to us. To have a Positive Influence on all who come in contact with Chick-fil-A."
- Our Focus Consists of Stewardship and Influence: Stewardship is about how we manage the Opportunity of Operations; our Products, Service, and Cleanliness. Operations can also be though of as Productivity or simply being Productive. Influence is about Relationships; with our fellow Team Member and our Customers. Being consistently Cheerful is one behavioral characteristic that contributes towards having a Positive Influence.
- Core Values: Chick-fil-A's identity is clarified through a set of principles we call our Core Values: Customers First, Personal Excellence, Continuous Improvement, Working Together, and Stewardship. It is a strict adherence to our Corporate Purpose and Core Values that help to create the Culture that our Team Members and Customers have come to know and love at Chick-fil-A.
- Leadership: At Chick-fil-A every Team Member learns about Leadership. At its beginning, Leadership is first about Leading Oneself in Attitude and Action. Someone who has the reputation of being Cheerful and Productive is well equipped to begin Leading Others. Management is important for tasks and responsibilities, however we are looking for those who possess the competitive edge of Servant Leadership.
- Success through Significance: Being a Faithful Steward and having a Positive Influence on others requires Intentionality. It is how we persevere through Challenge that reveals and develops our Character. The consistent effort of working with other likeminded individuals towards a common purpose helps us to both be a Success as well as demonstrate Significance in the lives of those we value.

Hobby Lobby

- Honoring the Lord in all we do by operating the company in a manner consistent with Biblical principles.
- Offering our customers an exceptional selection and value.
- Serving our employees and their families by establishing a work environment and company policies that build character, strengthen individuals, and nurture families.
- Providing a return on the owners' investment, sharing the Lord's blessings with our employees, and investing in our community.
- We believe that it is by God's grace and provision that Hobby Lobby has endured. He has been faithful in the past; we trust Him for our future."

Interstate Batteries

- Love: Treat others like you'd want to be treated.
- Servant's Heart: Lead with what people need.
- Excellence: Do great things with the gifts you've been given.
- Courage: Learn, improve and boldly drive change that matters.
- Fun: Work hard, laugh often.
- Team: Together, we're better.
- Integrity: Be who you are and live up to your commitments.

See also: Ethics for Christian Ministry

United States Military

U.S. Air Force

- Integrity first
- Service before self
- Excellence in all we do

U.S. Army

- Loyalty
- Duty, Respect
- Selfless Service
- Honor
- Integrity
- Personal Courage

U.S. Navy and Marine Corps

- Honor
- Courage
- Commitment

U.S. Coast Guard

- Honor
- Respect
- Devotion to Duty

First Responders

New York Police Department

In partnership with the community, we pledge to:

- Protect the lives and property of our fellow citizens and impartially enforce the law.
- Fight crime both by preventing it and by aggressively pursuing violators of the law.
- Maintain a higher standard of integrity than is generally expected of others because so much is expected of us.
- Value human life, respect the dignity of each individual, and render our services with courtesy and civility.

Los Angeles Police Department

The Core Values of the Los Angeles Police Department are intended to guide and inspire us in all we say and do. Making sure that our values become part of our day-to-day work life is our mandate, and they help to ensure that our personal and professional behavior can be a model for all to follow.

- Service to Our Communities
- Reverence for the Law
- Commitment to Leadership
- Integrity in All We Say and Do
- Respect for People
- Quality Through Continuous Improvement

Dallas Police Department

The Police Department, in serving the people of Dallas, strives to reduce crime and provide a safe city by:

- Recognizing that its goal is to help people and provide assistance at every opportunity;
- Providing preventive, investigative, and enforcement services;
- Increasing citizen satisfaction with public safety and obtaining community cooperation through the Department's training, skills, and efforts; and
- Realizing that the Police Department alone cannot control crime, but must act in concert with the community and the rest of the Criminal Justice System.

In achieving this mission, the men and women of the Dallas Police Department will conduct themselves in an ethical manner. They will:

- Respect and protect the rights of citizens as determined by the law;

- Treat citizens and their fellow employees courteously and with the same amount of dignity with which they expect to be treated themselves;
- Be examples of honesty and integrity in their professional and personal lives, thereby earning the public trust;
- Perform their duties with the knowledge that protection of the lives and property of all citizens is their primary duty; and
- Comply with the spirit and letter of the Code of Conduct.

New York Fire Department

- Service: Unwavering call to protect and serve.
- Bravery: Courage is the foundation of their character.
- Safety: They strive to keep citizens reasonably free from danger, especially deliberate, harmful acts.
- Honor: They believe that every action reflects on all the members of the unit, both past and present.
- Dedication: A commitment to the objectives of their mission.
- Preparedness: They maintain a constant state of readiness to meet all threats and challenges, traditional and new.

California Emergency Medical Services Authority

The following principles drive all EMSA's efforts and daily work:

- We strive for excellence in all we do to ensure the public's health and well-being.
- We work in partnership with our constituents to promote a collaborative business relationship, solicit feedback, and seek continuous improvement.
- We treat our customers with respect and in a courteous and professional manner.

We value a creative and enjoyable work environment where a climate of trust, respect, and concern for all exists:

- We support teamwork and collaboration.
- We promote clear, meaningful, transparent, and concise communication and information sharing with others.
- We encourage initiative and self-motivation.
- We strive to develop the full potential of every employee with opportunities for learning, achievement, growth, and accountability.