

THE ADVANCED DISCOVERY CODE OF SUCCESS

Our Mission: We help clients find what matters, when it mattersSM



CONNECT WITH OUR CLIENTS.

Everyone's role is related to client success and satisfaction: Know how your day-to-day actions connect to this goal. If you don't know, ask. If you don't find a connection, challenge what you're doing.



CONNECT WITH EACH OTHER.

Assume positive intent: If you're trying to do what you think is right, assume others are as well.

Collaborate to get the insight you need to make the best decision – across the organization. Then make it.

Communicate transparently and proactively: If you think it, say it. Resolve differences; the *Golden Rule** rules.



CONNECT WITH OUR BRAND. Inspire **discovery**, innovation, creativity, passion, optimism and fun. **Commit to consistent reliability.** Say it. Mean it. Do it. On time and exceeding expectations – every time.



CONNECT WITH OUR GOALS.

Show grit and dedication until the job is well done. Worthwhile goals are seldom easy. When faced with obstacles, be audacious. Never give up.

Always show initiative: Be an active listener and learner; be curious. Informed action will always be rewarded.

Embrace *Constructive Discontent*: Challenge your *status quo* – every day. Challenge our *status quo* – respectfully and with purpose. Find better ways to solve problems and have the courage to change course. Learn from success – and failure.



CONNECT WITH YOUR TRUE NORTH.

Ensure your values reinforce our values; **integrity and ethics should center all of your actions and interactions.** Nurture your internal compass; build your support team:

Find your mentor. Look for successful team members, and be coachable.

Be a mentor. Look for high-potential team members throughout the organization, and be a coach.