



## 1. Core Values

### What is Important to PECB

#### 1.1. GROWTH

At its core, PECB is based on growth.

- 1.1.1. PECB-certified **professionals** use the learning we provide and our credentials to acquire new skills and recognition to improve their professional lives and provide for their loved ones.
- 1.1.2. These PECB-certified professionals help their company's **employees** to work as per international best practices to improve efficiency, maximize revenues, and minimize their negative environmental impact.
- 1.1.3. PECB helps its **partners** to provide better services to their clients with a diversified and constantly growing program and service offering.
- 1.1.4. Finally, PECB contributes to the growth of our **staff** by cultivating a professional environment rich in learning opportunities and challenges allowing all of us to enhance our skills and provide better for the ones we love.

#### 1.2. CHANGE

Change is a constant reality. Change equals opportunity. PECB is in a continual pursuit of opportunities to improve its systems and processes.

#### 1.3. HARMONY

PECB strives to create a harmonious and respectful environment, where every individual is treated with dignity, respect, and fairness. We maintain integrity and honesty in every interaction, whether with colleagues, partners, professionals we train and certify, trainers, committee members, and any other individuals we engage with. Everyone will be treated equally and fairly.

#### 1.4. SIMPLICITY/CLARITY

Simplify/clarify work, simplify/clarify things for your colleagues, everyday work and all projects that you're involved. Simplify/clarify things for partners and clients. True elegance is in simplicity!

#### 1.5. RELIABILITY AND QUALITY

We want all stakeholders to know that they can depend on us. We are committed to consistently delivering high-quality services and products. We firmly believe that delivering exceptional work is not just a transaction but a commitment to excellence. Every product or service we offer reflects our dedication to meeting and surpassing customer expectations. It is not only about providing a solution; it is about ensuring every interaction leaves a lasting positive impression. This commitment to excellence builds trust and fosters customer loyalty, which are two cornerstones of our success.

## 2. Work Principles

### Transform Effort into Excellence

#### 2.1. WORK SMART

- 2.1.1. Set clear goals and direction.
- 2.1.2. Limit priorities by prioritizing essential tasks.
- 2.1.3. Challenge and grow teams to become more efficient.
- 2.1.4. Foster a culture of innovation and continual improvement.

#### 2.2. TAKE RESPONSIBILITY

- 2.2.1. Take responsibility for your failures – we all make them.
- 2.2.2. Do not hide failures – bring them to the light and fix them.
- 2.2.3. Do not punish; learn and improve, thus fostering a culture of learning and improvement.
- 2.2.4. You are empowered to address and resolve issues and to prevent a repeat occurrence.
- 2.2.5. Lead by example, take ownership for your actions and decisions.

#### 2.3. EFFECTIVE COMMUNICATION

- 2.3.1. Collaborate openly and communicate proactively to ensure alignment and effective teamwork.
- 2.3.2. Manage stakeholders' expectations.
- 2.3.3. Communicate conflicting priorities or needs.
- 2.3.4. Actively listen other's perspectives and ideas, fostering understanding and empathy.

#### 2.4. IMPROVE AND ADAPT

- 2.4.1. Embrace change willingly and adjust your work accordingly.
- 2.4.2. Cultivate a positive and solution-oriented mindset in the face of challenges and to remove roadblocks.
- 2.4.3. Embrace improvements continually with deliberate learning and optimized use of technology.
- 2.4.4. Stay updated on industry trends and technologies, actively seeking opportunities for learning and skill enhancement to adapt to changing environments effectively.

#pomodoro #occam'srazor #kaizen #pdca #shoshin  
#efficiency

## 3. Service Values

### We Are Successful Professionals Serving Successful Professionals.

#### 3.1. DEVELOP INVOLVEMENT, ACCOUNTABILITY AND PRIDE AT WORK.

- 3.1.1. Take pride in delivering high-quality work and showcasing a commitment to excellence.
- 3.1.2. Exceed expectations.
- 3.1.3. Take pride in the organization's achievements and contributions.
- 3.1.4. Recognize and celebrate individual and team accomplishments and strengths, acknowledging other's great work.

#### 3.2. ENSURE RESPONSIVENESS AND SAFETY IN ALL INTERACTIONS.

- 3.2.1. Prioritize stakeholder needs.
- 3.2.2. Get things done fast for stakeholders.
- 3.2.3. Ensure everyone is safe in all aspects.

#### 3.3. FOLLOW 'THREE STEPS OF SERVICE'

- 3.3.1. A warm welcome.
- 3.3.2. Anticipate and fulfill needs.
- 3.3.3. Fond farewell.

#### 3.4. CUSTOMER-CENTRIC APPROACH

- 3.4.1. Have a deep understanding of customer needs.
- 3.4.2. Meet their needs promptly or communicate timely and adequately if unable to fulfill these needs.
- 3.4.3. Make sure people leave feeling better.
- 3.4.4. Solve their problem.

#### 3.5. FULL OWNERSHIP OF CUSTOMER REQUESTS

- 3.5.1. The person who received the initial request is responsible for ensuring the closure.

#### 3.6. PROACTIVE PROBLEM RESOLUTION

- 3.6.1. Identify challenges proactively.
- 3.6.2. Address issues promptly to prevent impact on customer satisfaction.
- 3.6.3. Demonstrate commitment to reliable and efficient service delivery.

#ritzcarlton #success #ikigai #safety #empathy

## 4. Interaction Guidelines

### Fight and Unite

#### 4.1. CHALLENGE IDEAS

- 4.1.1. Encourage robust discussion.
- 4.1.2. Stress-test ideas.
- 4.1.3. Separate personal from professional perspectives.
- 4.1.4. Deliver opinion with conviction.
- 4.1.5. Avoiding biases in evaluating ideas by promoting a culture of fairness and collaboration.

#### 4.2. BE OPEN

- 4.2.1. Foster open-mindedness.
- 4.2.2. Actively listen to and consider others' viewpoints. Listen to understand, not just to reply.
- 4.2.3. Approach every idea as a beginner.
- 4.2.4. It is not about being right; it is about the team getting the best ideas.

#### 4.3. LEAVE GOOD IMPRESSIONS:

- 4.3.1. Communicate well and politely with customers and colleagues.
- 4.3.2. Value each person's contributions.
- 4.3.3. Consider the other party in communication.

#### 4.4. IMPACT DECISIONS:

- 4.4.1. Contribute to decisions by adding constructive arguments.
- 4.4.2. Voice your concerns if you disagree with the direction of things.
- 4.4.3. Commit to collective decisions.
- 4.4.4. Focus on shared goals and constructive debate.

#### 4.5. PECB-FIRST MENTALITY:

- 4.5.1. Prioritize the organization's objectives.
- 4.5.2. Understand the intent behind PECB Creed.
- 4.5.3. Never forget that we have one common goal, and that we are one team.

#grice'srazor #braintrust #haveimpact

THESE CORE VALUES TRANSLATE INTO: