

ONE COMPANY

ONE CULTURE

Our Commitment to Our Customers and Each Other



ONE COMPANY, ONE CULTURE DEFINED

- All employees are selflessly focused on the needs of the beneficiaries of the Trust – our customers and communities.
- Employees are modeling behaviors consistent with our core values.
- Employees have a shared passion for the Trust's Strategic Goals.
- Employees are fully embracing Citizens Lean and Six Sigma (CLASS).
- Diverse cross-functional teams are fostering innovation.
- Employees view themselves as stewards of the Trust.

OUR STRATEGIC PILLARS



CUSTOMER SATISFACTION



FINANCIAL INTEGRITY



EMPLOYEE ENGAGEMENT



PERFORMANCE EXCELLENCE

OUR VISION

Enhance the well-being of our customers, communities, and employees by providing unparalleled service now and for generations to come.

OUR MISSION

We fulfill the Promise of the Trust to provide essential utility services for our customers and communities, maintain the lowest possible rates with sound financial management, and create the greatest long-term benefit through a unique business structure.

OUR VALUES

Safety: We protect our employees and communities by committing to the highest standards of safety, reliability, and quality.

Integrity: We conduct our business with honesty, transparency, and accountability.

Inclusion: We foster a diverse culture where everyone is respected, valued, and empowered to contribute their unique perspectives and talents. We actively listen and adapt to ensure that our services are accessible, equitable, and responsive to the needs of the communities we serve.

Collaboration: We provide superior customer service through teamwork. We engage with our employees, customers, and communities for the betterment and success of all.

Leadership: We prepare and empower all employees to be leaders at work and within the communities we live, and to inspire, innovate, and continuously improve our processes, services, and ourselves.

Stewardship: We invest in solutions and infrastructure to deliver long-term value and improve the quality of life for our customers and our communities.

DO:

- Follow systems thinking to make informed decisions by seeking others' input and consider potential impacts across the Trust
- Embrace teamwork by sharing information, knowledge and expertise with others
- Champion open mindedness and diversity
- Use active listening skills and confirm understanding
- Seek out and support continuous improvement and waste elimination
- Clearly communicate the reasons for changes
- Be proactive when problems arise

DON'T:

- Don't operate in a silo by working or making decisions without others' input
- Guard against keeping information, knowledge and expertise to yourself
- Don't be close minded and non-inclusive
- Resist assuming you have the answer
- Avoid using old and costly work methods
- Be aware that people aren't mind readers
- Don't bury issues

RESOURCES

Use these tools to understand behaviors that demonstrate One Company, One Culture:

- CLASS tools and templates
- The Pipeline
- Citizens Success Academy (CSA)
- Internal training: Systems Thinking, Compass®, Situational Leadership, DiSC and Leadership Challenge
- The Eight Best Practices of Owning the Customer Experience



Close the Loop



Make it Personal



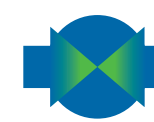
Challenge the Process



Act with Urgency



Identify Unvoiced Needs



Collaborate



Know the Business



Continuous Improvement