

# Guiding Principles

**These are the guiding principles by which we will operate this business.  
If you want to succeed at IME, then help us follow these principles every day.**

## **KEEP IT SIMPLE – because people don't listen and probably will not understand!**

- Our goal is to develop simple processes and requirements and minimize exceptions so that our business model is easy to learn and easy to follow.
- Communicate regularly... to ensure that the people you are working with listen and understand.

## **LESS IS MORE**

- Don't say something in 20 words if it can be said in 10. Don't develop a process with 8 steps if it can be accomplished in 5 steps. Don't write a three page memo if one page will suffice.
- Fewer steps, fewer rules, fewer explanations result in a simpler business model, which makes it easier to hold everyone accountable to follow the steps and rules.

## **TAKE OWNERSHIP OF ISSUES – If you raise an issue, it's YOUR issue until it's resolved.**

- When you tell someone about an issue, you are still responsible for making sure that it is resolved. If the person that you communicated the issue to doesn't follow up with you, then you should follow up with them.

## **JUST DO IT...NOW!**

- NOW is always the best time to resolve an issue. If you need two other people to discuss the issue and agree on a resolution, **DON'T SCHEDULE A CALL, MAKE THE CALL.**
- Make every attempt to resolve issues when they arise.

## **BUILDING VALUE ONE PERSON AT A TIME**

**Anyone and everyone can help build value.**

**Share your ideas for cutting costs, improving processes and eliminating steps.**

- Every IME associate can bring value. Just focus on what you do every day and help us figure out how it can be done better, faster, and more efficiently.

## **CONFLICT IS GOOD**

- Challenge everything we do, how we do it, why we do it. You will either reinforce that we are doing it right...or you will discover a better solution.
- Don't ever do something because you were told to do it, or it's Company policy. If you don't understand why we do something, ask and keep asking until you either understand the answer or have forced us to find a better solution.

## **WE'RE NOT SALMON – So stop swimming upstream**

- If something isn't working, stop doing it and find another solution.