



## “THE ALLISON WAY” – STRIVING FOR EXCELLENCE

### #1: CONCERN FOR PEOPLE

Includes all the people we impact:

- Our employees and families. Our purveyors. The surrounding community and our guests.
- We strive to create the best possible physical surroundings in which to work.
- We provide a positive and motivating atmosphere.
- We do our best to provide steady work and security of employment.
- We provide professional, motivating, concerned supervision at all levels in the Company.

### #2: PROVIDE FOR OPPORTUNITY AND ASSIST IN SELF DEVELOPMENT

- Create an environment that encourages and assists each person in developing to their highest potential.
- Provide opportunity by internal promotion to higher level positions when or where possible.
- Provide for guidance and direction in area of greatest contribution.
- Delegate responsibility, accountability, and authority.

### #3: PROVIDE AN ATMOSPHERE ENCOURAGING SELF-SATISFACTION AND PRIDE

- Create conditions promoting self-satisfaction and pride as a part of life for all.
- Maintain a quality organization of which all can be proud and enjoy.

### #4: ENCOURAGE TEAM EFFORT

- An exchange of ideas usually brings a better decision.
- Provide a mutually supportive and cooperative atmosphere.
- Disciplined conduct on the part of each team member is essential to success.

### #5: MAINTAIN COMPLETE FAIRNESS, HONESTY AND INTEGRITY

- There is no such thing as “almost” fair or “almost” honest.
- Give commitments carefully and keep them faithfully in order to build trust.

### #6: MAINTAIN OPEN, CONSISTENT AND REGULAR COMMUNICATION

- Create understanding and a feeling of sharing ideas and information throughout the company.
- Involve and inform people as necessary.
- Consciously seek open, clear, and two-way communication establishing effective and satisfactory personal relationships.

### #7: ENCOURAGE PUBLIC SERVICE

- Be a good citizen and neighbor to the public we serve (employees, community, and guests).
- Do our fair share in all areas of corporate responsibility.

### #8: ENCOURAGE CREATIVITY

- All of our people’s ideas are important and needed.
- Keep a positive attitude towards innovation and new ideas at all levels.
- Encourage receptivity to creative change.
- Practice techniques of positive reinforcement and constructive criticism.

#### #9: COMMITMENT TO GUEST SERVICE AND QUALITY

- Create a unique and authentic guest experience with a focus on excellence.
- Actively seek opportunities to exceed guest expectations.
- Service quality is everyone's responsibility.

#### #10: MAINTAIN CONSISTENCY

- Use standard policies and procedures.
- Use a steady, predictable approach when conducting business.

#### #11: DEDICATION TO IMPROVEMENT

- Encourage and be receptive to ideas and efforts of improvement.
- Maintain an awareness of the need to improve. "Find what is wrong and fix it."
- Change for needed improvement, not for change itself.
- Change with our changing society to meet internal and external needs.
- Appreciate and encourage improvement by others.

#### #12: KEEP THINGS SIMPLE AND BASIC

- Satisfy the need without complication.
- Seek the most effective way, keeping simplicity in mind.
- Cut through the maze, and do it as simply as possible.

#### #13: BUILD ON A BASIS OF "NEED"

- Identify the need and necessary steps to fulfill that need.
- In the search for perfection, be willing to accept the best known way and take action when needed.
- Maintain flexibility without compromising "the best."

#### #14: ATTENTION TO DETAIL

- No detail is too small to qualify for attention.
- Avoid the "what difference does it make?" stance and seek to improve if possible.
- Prioritize activities to put details in proper relationships and perspective and avoid getting bogged down.

#### #15: CONSERVE RESOURCES

- Conserve time, money, and materials.
- Be concerned about costs and justification of expenditures.