

ask  
? — we don't know

- We already knew them  
— many words  
— Less is more!



11 Do You See What  
We can see our vision for RMA -  
we didn't want to make the mistake  
of assuming everyone else sees it too!  
get it out of our heads

Do You See  
We can see our Vision for RMA -  
we didn't want to make the mistake  
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it cut 8 our hands

we didn't want  
of assuming everyone else  
Need to get it out of our heads  
and on paper!  
this down & communicate  
make better - more  
small

eed to get a  
nd on paper!

We get this down & communicate  
it - we will make better - more  
consistent decisions - small  
areas.

"If you could get all the people in an Organization rowing in the same direction, you could dominate any industry in any market, against any competition, at any time" - Patrick Lencioni

## RMA's Core Values — timeless guiding principles

- Caring
- Conscientious
- Team Player
- Values Long Term Relationships
- Fun!

Starting year 10 - but nothing is more important than #17! - That's how many of us at RMA. You have all helped us get to where we are - for the amazing growth - Some amazing numbers - Let's use some words! Such as

These words describe who we are, what makes us tick, what is at our very core, the heart of RMA. We believe these words describe each of you - (or you wouldn't be here!)

Why do our clients work with RMA? with a Deb, Paula, Young Mike, Susie, just to name a few?

each of the  
K. Meadows  
Village  
Because you all genuinely care about people about our clients - and that shines through! Our caring was really apparent when ABC called - New CFO, theft, errors etc - we immediately put Mark, Megan, Paula & me on the job - we dropped what we were doing

## Incorporating Our Core Values

- Hiring decisions ✓
- Client acceptance decisions ✓
- Performance evaluations ✓
- GWC — *new "Concept"*
- **G**ets It
- **W**ants It
- Has the **C**apacity to do it