

Values

Achieve Impressive Results for Customers & Company

- Achieve: reach or attain a desired objective, level, or result by effort, skill or courage
- Impressive: to affect deeply or strongly in mind or feelings; influence in opinion

Accurate, Significant & Whole

- Accurate: free from error or defect; consistent with a standard; precise; exact
- Significant: important; of consequence, having or expressing a meaning; indicative; suggestive
- Whole: comprising the full quantity, amount, extent; without diminution or exception
 - o Diminution: the act, fact or process of diminishing; lessening; reduction

Willing, Persistent & Timely

- Willing: ready, eager, or prepared to do something
- Persistent: continuing firmly or obstinately in a course of action in spite of difficulty or opposition.
- Timely: occurring at a suitable time; opportune; well-timed

Respect, Improve & Document the DedON way

- Respect: a feeling of deep admiration for something elicited by its qualities or achievements
- Improve: to make more useful, profitable or valued; to bring into a more desirable or excellent condition
- Document: a piece of printed or electronic matter that serves as an official record
- Way: characteristic or habitual manner; a method, plan or means for attaining a goal

Authentic, Passionate & Gracious

- Authentic: not false or copied; genuine, real
- Passionate: compelled by, or expressing intense emotion or strong feeling
- Gracious: courteous, kind and pleasant
 - o Courteous: polite, respectful, or considerate in manner
 - o Pleasant: giving a sense of happy satisfaction or enjoyment

Collaborate to Find a Way or Make One

- Collaborate: the action of working with someone to produce or create something
- Find: to locate, attain, or obtain by search or effort
- Make: to bring into existence by shaping or changing material, changing parts, etc

Appreciate the 'Why' behind the 'What'

- Appreciate: recognize the full worth of implications of
- Why: for what reason or purpose

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