

Statement of *Unbeaten Path*® Core Values

Employees at Unbeaten Path make an authentic and earnest attempt to honor these values:

- ✧ Unbeaten Path's business decisions are intended to be in harmony with principles written in the Holy Bible. When differences of opinion emerge about the ethics of a business decision, we attempt to find and rely upon pertinent guidance in scripture.
- ✧ Each of us view our accomplishments with a humble spirit, acknowledging the Lord's indispensable helping hand in whatever is achieved.
- ✧ We enthusiastically embrace affiliation and teamwork ... the joy of succeeding together is far greater than the joy of succeeding independently. Therefore, each of us strives to cultivate constructive team relationships so that the enterprise succeeds as a whole.
- ✧ Trust is precious. Extraordinary attention is justified to sustain interpersonal trust. We honor and respect our business associates as we would chose to be honored and respected.
- ✧ Unbeaten Path's reputation rests on how we protect the best interests of our clients, business partners, suppliers, managers, and employees when they are not looking.
- ✧ Customers receive the highest quality service we are capable of. Unbeaten Path's desire to continue growing will be constrained by our capacity to provide exceptionally high quality service to our customers.
- ✧ Our interpersonal style, demeanor, responsiveness, personal appearance, and the tenor of our communications will enhance Unbeaten Path's professional image with clients.
- ✧ Our speech will be honest, constructive and edifying; gossip is viewed as destructive.
- ✧ Intellectual honesty has a high value. We attempt to formulate business opinions and positions which are in harmony with our point of view on related business subjects.
- ✧ Initiative and creativity are embraced, constrained only by business ethics, good business judgment, and world class business practice.
- ✧ We will strive for clarity in our written and verbal communications while being exceptionally sensitive to the feelings of the recipient. Each of us has a responsibility to listen well.
- ✧ We strive for excellence and reasonable precision in our responsibilities and tasks. We embrace the work ethic: at least an honest day's work for our wages.
- ✧ Consistent good judgment demonstrated with small decisions builds confidence that an individual is capable of sound decisions concerning more important subjects.
- ✧ We attempt to protect and preserve the assets and resources the Lord has honored Unbeaten Path with. Waste is avoided if at all possible. Spending decisions carefully consider cost relative to quality as well as suitability for intended use.
- ✧ Unbeaten Path employs generally accepted business practices like separation of duties and sound internal controls.
- ✧ Marketing and advertising plans are developed in compliance with good business practice and corporate advertising principles. Major investments are supported with comprehensive business plans and a due diligence examination of the proposal.

