



## RAISE OUR STANDARDS

**“ I continuously improve  
our practices and look for  
innovations across the  
industry and beyond. ”**

**GUIDELINE**

# WHY IT MATTERS

**I CONTINUOUSLY IMPROVE OUR  
PRACTICES AND LOOK FOR INNOVATIONS  
ACROSS THE INDUSTRY AND BEYOND**

## Key Benefits

- ☒ We are motivated to improve our usual practices
- ☒ We see challenges as opportunities to learn from external sources
- ☒ We look for innovative solutions that exceed market standards
- ☒ We embrace new approaches that were proven elsewhere
- ☒ We outperform our targets and beat the competition



# WHAT IT MEANS

**I CONTINUOUSLY IMPROVE OUR  
PRACTICES AND LOOK FOR INNOVATIONS  
ACROSS THE INDUSTRY AND BEYOND**

## **As a Manager**

I encourage, challenge, and lead my team to implement innovation projects that raise our performance standards.

## **As a Team Member**

I propose new ideas and approaches to improve our work performance, efficiency, and quality to produce best-in-class outputs.

# DO'S



Broaden your perspective:  
Ask how you can improve  
the business.



Do your homework:  
Identify challenges,  
approaches, and solutions.



Invite your clients and  
teams to provide regular  
feedback.



Look at external sources  
for improvement ideas.



Propose to lead projects  
with a clear set of benefits.

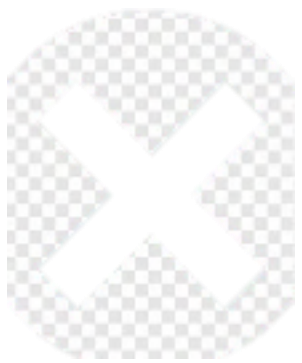
# DON'TS



Hide or minimize problems.  
Speak up!



Be afraid! Propose bold  
ideas even if you're not sure.



Be defensive! Look for ways  
to make new ideas work.



Give up! Keep fighting for  
approaches you believe in.



Wait for others to involve  
you. Take the lead!