



ATLAS CULTURE - THE 4 P'S

PEOPLE FIRST

- Create environments where 100% of all associates are engaged, committed and delivering his/her best 100% of the time - no force in business is more powerful (if properly aligned and led)
 - Safety is the foundation
 - Entrepreneurial self-determination
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PERSONAL INTEGRITY

- Moral judgment has a place in business
 - The Golden Rule
 - Win without cutting corners
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PERFORMANCE EXCELLENCE

- We expect our businesses to sustainably outperform their peers
 - CIP is a key driver of outperformance
 - Clear measurements, open communication and financial participation are critical building blocks
 - Urgency is a key trait - do it now!
 - Don't wait to do tomorrow what you can do today
 - Don't wait for someone else to solve the problem
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PASSION

- For your customers
- For what you do - HAVE FUN