

## #1 Safety First

Safety and well-being come first. Nothing we do is worth risking injury or harm.  
Be quick but never rush, and always look out for each other.

## #2 Do the Right Thing

i.e. Character

**Integrity** – *Be honest and free of deception*

**Humility** – *Be authentically imperfect, forgiving, and without arrogance*

**Fairness** – *Treat people justly, with respect, and without bias*

**Empathy** – *Understand and care for others' perspectives and emotions*

## #3 Teamwork

WE, not ME. No one succeeds alone. We are diverse but unified.

## #4 Commitment to Serve

Make a difference by serving others, *particularly through servant leadership*.

How you make others *feel* is “*The Aubuchon Difference*” in action.

In-aisle assistance that is both helpful and memorable is our only lasting advantage.

Listen attentively, show appreciation, and deliver hospitality that WOWs!

*(What can I help you find today? Offer solutions. Warm thank you.)*

## #5 Accountability

A passion for doing hard things and getting the job done (*our fighting spirit*).

Keep each other honest with frequent helpful feedback (*accountability = honesty*).

Stand up for what's right, even when it's difficult (*courage*).

## #6 Growth & Change

Healthy things grow.

It's okay to take risks and fail, but it's not ok to be unwilling to grow and change.

Pursue what's next for yourself, your team, and the company.

Have goals and pursue them.