



**Relationships are at
the heart of what we do.
The Midwest Way**



1. DO THE RIGHT THING, ALWAYS.
Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, *especially when no one's looking*. Always tell the truth, no matter what. If you make a mistake, own up to it, apologize, and make it right.

2. DO WHAT'S BEST FOR THE CUSTOMER.
Do what's best for the customer, even if it's more challenging for us in the moment. Handle customer situations with respect and understanding. Do what's right for the customer while working within our parameters and guidelines. Put their needs ahead of our own. There's no greater way to build a reputation than to steadfastly do what's right for others. Every day.

3. FIND A WAY.
Take personal responsibility for getting the job done. Respond to every situation by looking for how we *can* do it, rather than explaining why it can't be done. Be resourceful and show initiative. Don't make excuses or wait for others to solve the problem. See issues through to their completion.

4. BE CURIOUS.
In the search for the best solutions, challenge and question what you don't understand. Don't accept anything at "face value" if it doesn't make sense to you. Be curious, ask thoughtful questions, and listen carefully to the answers. Ask the extra question to ensure you know what's required.

5. ACT DECISIVELY.
Work with a sense of urgency to get things done so we can move on to the

next area of focus. Gather the facts and evaluate your options thoroughly, then get moving. If new information becomes available, don't be afraid to make a new decision and change course when it's appropriate.

6. THINK SAFE. WORK SAFE.
Know and practice the safety procedures for your job. Watch out for the safety of your teammates because we're all part of the Midwest family. *Never* take shortcuts that compromise your safety or that of your teammates.

7. BE POSITIVE.
You have the power to choose your attitude. Choose to be joyful, optimistic, and enthusiastic. Give people the benefit of the doubt. Your attitude is contagious. Spread optimism and positive energy.

8. HONOR COMMITMENTS.
Do what you say you're going to do, when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. If a commitment can't be fulfilled, notify others early and agree on a new time frame or commitment.

9. GET CLEAR ON EXPECTATIONS.
Create clarity and avoid misunderstandings by discussing expectations upfront. Set expectations for others and ask when you're not clear on what they expect of you. End all meetings with clarity about action items, responsibilities, and due dates.

10. MAKE QUALITY PERSONAL.
Demonstrate a passion for excellence and take pride in the quality of everything you touch and everything you do. Good is *not* good enough. Always ask

yourself, "Is this my best work?" Remember, your work is a reflection on you.

11. DEBATE, THEN ALIGN.
Healthy debate creates better solutions. Debate concepts without making personal attacks. Check your ego at the door, and push for the *best* solution, rather than *your* solution. Once a decision is made, however, get fully aligned by putting your complete support behind it.

12. BRING SUSTAINABILITY TO EVERYTHING WE DO.
Think long term and consider the impact of our actions on our earth. Reduce. Reuse. Recycle. Re-purpose and re-use whenever possible. Make water conservation and care our highest priority. Tread lightly and leave our environment equally, or more healthy, than when we arrived.

13. LISTEN GENEROUSLY.
Listening is more than simply "not speaking." Give others your undivided attention. Be present and engaged. Minimize the distractions and let go of the need to agree or disagree. Suspend your judgment and be curious to know more, rather than jumping to conclusions. Above all, listen to *understand*.

14. SPEAK STRAIGHT.
Speak honestly in a way that helps to make progress. Say what you mean, and be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Be courageous enough to say what needs to be said. Address issues directly with those who are involved or affected.

15. ASSUME POSITIVE INTENT.
Work from the assumption that all people, including our teammates, are good, fair, and honest. Believe that the intent behind their actions is positive. Set aside your own judgments and preconceived notions. Give people the benefit of the doubt.

16. BE A LIFELONG LEARNER.
Seek out and take advantage of every opportunity to gain more knowledge, to increase your skills, and to become a greater expert. Be willing to share what you've learned with others to make our team stronger.

17. BRING SOLUTIONS.
Fix the problem, but don't dwell on it. Don't point fingers. Learn from every mistake and correct errors through developing processes and systems. Don't make the same mistake twice.

18. KEEP THINGS FUN.
While our passion for excellence is real, remember that the world has bigger problems than the daily challenges that make up our work. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously. Laugh every day.

19. BE EASY TO WORK WITH.
Find ways to make working with you/us easier. Provide simple and complete instructions. When in doubt, do more rather than pushing the work back to someone else. Streamline our processes. Simplify everything. Be ridiculously helpful.

20. EMBRACE CHANGE AND GROWTH.
What got us here is not the same as what will get us to the next level. "We've always done it that way" is not a valid

reason. Get outside your comfort zone, rather than hanging on to old ways of doing things. Be excited by the possibilities that change and growth bring. Be flexible.

21. LEAD BY EXAMPLE.
The best way to influence others is through your own example. Walk the talk. Take responsibility, both formally and informally, to coach, guide, teach, and mentor others. *Be the change you want to see.*

22. CELEBRATE SUCCESS.
Recognizing people doing things right is more effective than pointing out when they do things wrong. Regularly extend *meaningful* acknowledgment and appreciation — in all directions throughout our organization. It's everyone's job to say thank you and recognize a job well done.

23. DELIVER RESULTS.
While effort is important, our customers expect *results*. Follow-up on everything and take responsibility to ensure that tasks get completed. Set goals you know will meet your customers' needs, use measurements to track your progress, and hold yourself accountable for achieving those results.

24. BRING YOUR PASSION.
Be fully engaged every day. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm. We positively impact the world and people through the healing and transformation which gardening brings — make that a part of your job every day!

25. PRESENTATION MATTERS.
How we present ourselves sends a strong message about how we care for our customers and how professionally we operate. Park vehicles straight, keep areas weed free, keep your hands out of your pockets, and be "action ready." We never want to look like we're going out of business! Take steps to preserve our hard-won reputation.

26. PAY ATTENTION TO THE DETAILS.
Missing just one detail can have an enormous impact on a job. Be a fanatic about accuracy and precision. The goal is to get things *right*, not simply to get them done. Double-check your work. Get the details right the first time.

27. INVEST IN RELATIONSHIPS.
Get to know your customers and co-workers on a more personal level. Talk more and e-mail less. Understand

what makes others tick and what's important to them. Strong relationships enable us to more successfully work through difficult issues and challenging times.

28. INNOVATE AND PROBLEM SOLVE.
Every organization has challenges. Always believe there's a solution. It could be a brand-new way to do things. Think outside the box and be willing to try a new approach. Complaining helps no one. Don't be part of the problem; be part of the solution!

Relationships are at the heart of what we do. The Midwest Way describes the 28 foundational behaviors of our amazing culture. The fundamentals bring our values to life and make our mission real. They set us apart and make us leaders in our industry. It's who we are, and it's what drives our continued extraordinary relationship-centric success.