



MBM® GUIDING PRINCIPLES

- 01 INTEGRITY**
Conduct all affairs lawfully and with integrity.
- 02 COMPLIANCE**
Strive for 10,000% compliance, with 100% of employees fully complying 100% of the time. Ensure excellence in environmental, safety, and all other areas of compliance. Stop, think and ask.
- 03 VALUE CREATION**
Create real long term value by the economic means. Understand, develop, and apply MBM® to achieve superior results. Eliminate waste.
- 04 PRINCIPLED ENTREPRENEURSHIP™**
Demonstrate the sense of urgency, discipline, accountability, judgment, initiative, economic and critical thinking skills, and the risk-taking mentality necessary to generate the greatest contribution to the company.
- 05 CUSTOMER FOCUS**
Understand and develop relationships with customers to profitably anticipate and satisfy their needs.
- 06 KNOWLEDGE**
Seek and use the best knowledge and proactively share your knowledge while embracing a challenge process. Measure profitability wherever practical.
- 07 CHANGE**
Embrace change. Envision what could be, challenge the status quo, and drive creative destruction.
- 08 HUMILITY**
Practice humility and intellectual honesty. Constantly seek to understand and constructively deal with reality to create real value and achieve personal improvement.
- 09 RESPECT**
Treat others with dignity, respect, honesty, and sensitivity. Appreciate the value of diversity. Encourage and practice teamwork.
- 10 FULFILLMENT**
Produce results that create value to realize your full potential and find fulfillment in your work.



Georgia-Pacific