

18. BE RELENTLESS ABOUT IMPROVEMENT. Regularly evaluate the way you/we work to find ways to improve. Don't be satisfied with the status quo. "Because we've always done it that way" is not a reason. Guard against complacency. Find ways to get things done better, faster, and more efficiently.

19. ADD VALUE. Find ways to help clients become better and more effective. Understand their goals and be sure everything you do for them is aligned around helping them meet their objectives. Quite simply, if we don't add value, there's no reason for us to be involved.

20. WORK SMART. Be organized and plan your work for maximum efficiency. Have all the tools necessary before starting your work. Be thoughtful about your schedule, and have a game plan for your calls, your tasks, and your workday. Know the priorities and work on them first.

21. MAKE QUALITY PERSONAL. Demonstrate a passion for excellence and take pride in the quality of everything you touch and everything you do. Have a healthy disdain for mediocrity. Good is not good enough. Always ask yourself, "Is this my best work?" Be proud of your work. If you don't value what you do for your customers, they won't either.

22. PRACTICE BLAMELESS PROBLEM-SOLVING. Demonstrate a relentless solution focus, rather than pointing fingers or dwelling on problems. Identify lessons learned and use those lessons to improve ourselves and our processes so we don't make the same mistake twice. Get smarter with every mistake. Learn from every experience.

23. INVEST IN RELATIONSHIPS. Get to know your clients, vendor partners, 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.

24. CREATE A GREAT IMPRESSION. Treat everyone better than they expect. Every conversation, phone call, e-mail, letter, and even voice-mail, sets a tone and creates an impression. Pay attention to every interaction and be sure you're setting a tone that's friendly, warm, and helpful.

25. BE A FANATIC ABOUT RESPONSE TIME. Respond to questions and concerns quickly, whether it's in person, on the phone, or by e-mail. This includes simply acknowledging that we got the question and we're "on it," as well as keeping those involved continuously updated on the status of outstanding issues. Record a follow-up date for every action and take responsibility to see that it gets completed.

26. BE POSITIVE. You have a choice every day regarding the attitude you will embrace for that day. Choose to be joyful, optimistic, and enthusiastic. Give people the benefit of the doubt. Your attitude is contagious. Spread optimism and positive energy.

27. MAKE MIRACLES HAPPEN. Take personal responsibility for making things happen. 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.

28. PITCH IN WHEREVER NECESSARY. Be willing to do the mundane and ordinary things necessary to get the job done. Nothing is beneath any of us. If you see it, do it.

29. 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. Have fun, laugh, and smile a lot.

CargoTrans



CargoTrans

From the beginning, we've wanted CargoTrans to be different from other Freight Forwarders. Different in how we treat our clients, different in how we work with each other, and different in the results we achieve. These differences are best captured in the 29 "Fundamentals" that are the foundation for our unique culture. We call it, The CargoTrans Way. It's what defines us, and why you should #shipwithus.

1. **ACT WITH INTEGRITY.** 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 the consequences. If you make a mistake, own up to it, apologize, and make it right.
2. **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 intently to the answers. Dig deeper to go beyond the expected. Ask the extra question.
3. **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 deliverable to be honored.

4. **DELIVER RESULTS.** While effort is important, our clients expect results. Follow-up on everything and take responsibility to ensure that tasks get completed. Set high goals, use measurements to track your progress, and hold yourself accountable for achieving those results.
5. **BE TRANSPARENT.** With appropriate respect for confidentiality, share information freely throughout our organization. The more people know, the better we can collaborate. Learn to ask yourself, "Who else needs to know this?"

6. **TREAT EACH OTHER LIKE FAMILY.** Our relationships go deeper than simply being teammates at work. We genuinely care for and about each other. Whether it's a kind word during a tough stretch, a friendly smile each morning, or a helping hand in stressful times, show your compassion. Family first, Freight second!
7. **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.
8. **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.

9. **THINK TEAM FIRST.** It's not about you. Don't let your ego or personal agenda get in the way of doing what's best for the team. Be there for each other and be willing to step into another role or help a co-worker when that's what's required for success. Help each other to succeed. Almost everything good in the world is the result of teamwork.
10. **DELIVER LEGENDARY SERVICE.** It's all about the experience. With every experience, do the little things, as well as the big things, that surprise people. Make every interaction stand

out for its helpfulness. Create the "WOW" factor that turns customers into raving fans.

11. **"BRING IT" EVERY DAY.** Have a passion for what we do and be fully engaged. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm. Work with a sense of urgency to get things done. Be a participant, not a spectator.
12. **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. Leave things better than you found them.

13. **WORK ON YOURSELF.** 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 resourceful about learning and sharing best practices.

14. **TAKE PRIDE IN OUR APPEARANCE.** Your personal appearance makes a strong statement about the pride you take in your performance. Dress neatly and professionally. The appearance of our office makes a similar statement about the quality of our work. Take responsibility to see that our office environment is clean, neat, and professional.

15. **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.

16. **EMBRACE CHANGE AND TRANSFORM.** What got us here is not the same as what will get us to the next level. Get outside your comfort zone, rather than stubbornly hanging on to old ways of doing things. Be excited by the possibilities that change and growth bring. Be flexible and openminded.
17. **CONTRIBUTE TO PROFIT.** We're in business to generate value while making money. We all play a role in building revenue that exceeds our expenses. We all benefit from the opportunities profitable growth creates.