

# How Everything Fits Together

## Mission

We deliver exceptional products, outstanding service and innovative technology to transform the experience of water

## Vision

To inspire happiness and well-being through safe, smart and sustainable solutions

## Values

These are the guidelines we follow when doing our work and interacting with each other and our communities, representing **how we do what we do**

## Behaviors

Our behaviors are the way we make all the words real

### WHY - VISION

Our vision inspires us on the journey

**Our vision** is inspirational and sets us on the journey ahead—**why** we do what we do

### WHAT - MISSION

Our mission sets our direction.

**Our mission** sets our direction and establishes **what** we do.

### HOW - VALUES

Our values are the guidelines we follow when doing our work and interacting with each other.

**Behaviors** are how we bring all our values to life.

We should incorporate positive behaviors while avoiding negative outcomes.



## Care

Quality, reliability, safety and service guide everything we do for each other, our customers, our communities and the environment.



Do it right  
Committed  
Careful  
Helpful  
Big picture-oriented

Good enough  
Undependable  
Inattentive  
Idle  
Tunnel vision



## Respect

We value diversity and act with integrity, humility and inclusivity across our global workforce and beyond.



Trustworthy  
Authentic  
Good Listener  
Empathetic  
Considerate

Egotistical  
Authoritarian  
Biased  
Disrespectful  
Judgemental



## Lead

We set the pace as a global leader, through the power of our people to innovate and evolve our technology, products and processes.



Curious  
Problem Solver  
Creative  
Mentor  
Decisive

Satisfied with the status quo  
Avoids hard problems  
Uninventive  
Critic  
We've always done it this way



## Grow

We build on our heritage, embrace change and drive growth by investing thoughtfully in our people, products and services.



Motivated  
Proactive  
Collaborative  
Adaptable  
Dedicated

Risk Averse  
Reactive  
Unsupportive  
Rigid  
Apathetic

