

Our Core Values

The principles that guide us
and the actions that help
move The Council forward.



ENDURANCE / STRENGTH

We are strong and resilient. We never lose sight of who we are.

We approach our work with grit, gaining strength from each other and remaining nimble through the inevitable ups and downs. We are not afraid to fail.

QUALITY / OWNERSHIP

We value excellence and we are willing to put in the work to achieve it.

We don't cut corners. Everything we do is of the highest caliber, whether it's for our members or ourselves.

INNOVATION / CREATIVITY

We are entrepreneurial, creative thinkers — able to innovate and adapt to our environment.

We are agile and comfortable taking risks. We're constantly looking around corners to be proactive and bring a fresh perspective to every situation.

RESPECT / INTEGRITY

We have integrity and we never compromise on our values.

We treat our community with respect and we do the right thing.

SUPPORT / APPRECIATION

We believe our people are our most important asset.

We offer a warm, caring and inclusive workplace where everyone should have a voice.

COLLABORATION / TEAMWORK

We encourage individual thinking and bring those perspectives together to better serve our community.

We harness the strengths of our entire team and apply it to address concerns and create opportunities.

KNOWLEDGE / LEARNING

We embrace curiosity and continuously pursue knowledge to share with our members.

We bring industry wisdom to our members, posing questions and sharing trends and resources so that they can make the best decisions possible for their organizations.