

Values & Standards of Behavior

SASid Employees

2008



SASid Mission: To **develop** insurance products so they are **Simple** for consumers to understand, access, and purchase electronically. To provide **Smart** products which convert at the highest ROI possible for distribution.



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Core Values

We believe that our core values accurately communicate the things that drive us as an organization. As employees of SASid, we are expected to live the values and embrace the spirit of our behavior standards.

Living the values is essential to create an environment that reinforces our dedication to our values/mission.

The importance of core values:

- Core values are part of the ideology so deeply held that they will never be compromised
- The core ideology does not change, even in the changing environment or our industry
- The core values of the company will withstand any change in leadership
- Future employees are hired with similar values – they are not expected to adapt to our values

Our core values:

Teamwork: Respectfully caring for each other and those we serve.

Respect: Humility in our successes and grace in our challenges.

Integrity: Honesty and integrity in all our interactions.

Generosity: Being thankful for and sharing our opportunities and blessings

Learning: Passionately pursuing new ideas, existing competition, solutions to current and future problems and needs. Pursue to be a lifelong learner in our industry.

Measurable Achievement: Setting goals to be achieved at all positions of SASid is necessary for growth, notoriety, and security of SASid.

Standards of Behavior

Commitment to Co-workers:

- Every employee has the right to feel wanted, appreciated and valued
- Friendly greetings to each other, words of encouragement, praise need to be shown to every employee
- Respect one another and share ideas and opinions
- Conduct ourselves with the idea that the results of great teamwork is success for our company
- Respect diversity and treat each other with fairness and equality
- Always keep your word, others are depending on you
- Attempt to solve problems before seeking help or passing to someone else

Attitude:

- Attitude is contagious; come to work with a smile on your face and optimistic mind
- Keep personal problems outside the workplace
- Negativity and Gossip are contagious and need to be excluded from work
- Create and participate in a team environment where honest feedback is seen as valuable and not criticism
- Use appropriate language at all times when you are speaking or sending emails
- Refrain from disruptive behavior, discrimination or any type of harassment
- Do the right thing – even when no one is watching
- Use positive body language and present yourself professionally: make eye contact, avoid slouching, smile

Communication:

- Notify all employees of absence and visitors
- Provide undivided attention to co-workers or customers when spoken to
- Confront and manage conflict while maintaining dignity and respect for others. If conflict cannot be resolved then present to leadership for decision
- Do not send excessive emails – please place only those who are directly related to the issue or those you would like a response from in the “To” line. If you would like to inform someone of the issue and do not want a response, please “cc” them
- Answer phone with smile on your face
- Do not turn your phone off and leave it off
- Personal calls will be kept to a minimum (includes cell phones)

- Cell phones should be placed on vibrate or left at desk during meetings
- Internet and Instant Messaging should be used for business purposes and personal use should be kept to a minimum
- Be a good listener; let people finish; don't interrupt
- SASid unresolved issues need to be in writing

Appearance:

- Take pride in your appearance
- Practice good hygiene
- Keep areas neat, organized, clean. No offensive pictures or posters
- Do not leave food or open food/drink containers on your desk
- Dress in a business casual manner; this excludes the following:
 - Hats
 - Flip Flops
 - Midriff attire (skin should not be exposed)
 - T-shirts with logos (unless it is SASid)
 - Tank Tops or low cut tops
 - Excessively short skirts
 - Blue Jeans with holes or excessive wear

Managing Up:

- Manage up our co-workers at all times – position yourself and others in a positive light
- Use Key Words when dealing with internal or external customers (COBRA, Sales, and Administration). Manage up
- Do everything possible to help resolve the customer's questions or concerns
- Avoid we/they situations – speak of SASid as a team, don't claim the positives as "I" and the negatives as "they"
- Help Co-workers feel appreciated and valued; send thank you notes for specific actions – 10 per month minimum
- Do not embarrass, criticize, gossip or talk negatively about partners and/or co-workers

Mentoring:

- Welcome, mentor and receive new team members with energy and "What can I do for you?" spirit
- Provide input to SASid Knowledge base. If you answer a question or provide a solution; you should log it into the SASid knowledge base for reference
- Teach and role model the characteristics of excellent learners

- Be totally present; engage
 - Listen as if you were going to teach it
 - Take notes write/draw/diagram
- Provide assistance and resources for colleagues and partners to meet learning needs. If you read or develop something of value, share it

Professional/Personal Development

- Seek self development-- Utilize the tools that are provided to grow personally and professionally
- Actively read books and other resources that are provided
- Know, grow and own your position

Sense of Ownership

- Do not just identify problems, provide ideas for resolution
- Be proactive in offering assistance where there is a need
- Act like an owner. Treat company resources as if they were your own-spend SASid money as if it were your own and do not be frivolous or excessive

COMMITMENT STATEMENT:

SASid is a success because of our employees. We practice what we teach and believe that through our values and standards of behavior we will create and maintain a culture that makes SASid a great place to work.

We have described certain values and standards of behavior that are expected from our employees in our “values based” company. We model our behavioral guidelines and are committed to success. Our values guide the exceptional service we provide to all we serve.

You play an important role in helping us achieve our goals and fulfill our Mission .

I believe in and am committed to living these Values and “Standards of Behavior” daily throughout my employment with SASid.

Print Name

Signature

Date