

Leadership and a Healthy Company

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Leadership and a Healthy Company

- An effective leader is one who knows what to do next, why it needs to be done, and is able to bring the proper resources to bear to meet these needs.
- Every organization is a direct reflection of its leader and leadership team-for good or for bad.
- A healthy organization is one that is purpose driven.

Mission Statement

Delivering **Creative** solutions from a foundation of **Benefits** expertise

To this end, we have the following goals:

- To be a leader and trend setter in its areas of consulting specialty
- To provide quality services superior in technical depth and creativity to those of all competitors in its areas of specialty
- To work with clients who are forward thinking, desirous of quality work, and appreciative of CB's added value
- To build a staff of individuals who are highly motivated, technically competent, committed to quality client services and supportive of the corporate mission, the shareholder's values and each other
- To grow in profitability and value while making a significant contribution to its community

Uncompromising Integrity

- We adhere to the highest standards of individual and corporate integrity
- We vigorously safeguard all client assets including information, research, and technology
- We endeavor to do the right thing and accept responsibility for our faults

Enthusiastic Teamwork

- We encourage excellence in our peers, subordinates, and supervisors
- We practice servant-leadership that models, inspires, and promotes full participation
- We work together to achieve a common purpose and shared rewards

Dynamic Expertise

- We diligently monitor industry developments
- We apply an advanced awareness of industry developments to meet client challenges
- We provide development opportunities for our employees

Core Values

Engaged Relationships

- We deliver targeted solutions that meet client needs
- We collaborate with our clients to improve the business partnership
- We strive to earn the enthusiastic loyalty of our clients by providing cost effective and superior service

Strategic Execution

- We aim to exceed expectations every time
- We own our work and meet our commitments
- We take pride in everything we do - quality is our signature

Perpetual Innovation

- We passionately strive to improve our processes
- We apply fresh perspectives to our business environment and develop innovative service solutions
- We value creativity that improves service and increases efficiency

What does this mean for our relationships?

All CB staff members will:

1. Actively seek to discover each other's value and overlook shortcomings.
2. Avoid even the appearance of self-importance and impropriety. The CB standard is to be above reproach.
3. Seek to live a life that builds significance in others.
4. Be committed to being people of character and integrity.
5. Be committed to excellence in everything they do.

All CB leaders will:

1. Value the significance of others in their organization, regardless of position or title.
2. Measure their personal success by the success of CB colleagues and CB as a whole.
3. Demonstrate their roles as team member, leading by example and servant-leadership, not directives.
4. Be proactive listeners who follow through.
5. Consider their personal morals, integrity, and character as the most important aspects of their position.

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