



It's the **Way** We Make Our Customers Feel That Counts

Whether it's for our Members, our donors or our employer partners, how we make them feel in every interaction is the most important part of how we fight poverty. *Working for the Wow!* is about going above and beyond expectations, about making our customers feel how much we genuinely value them, about leaving them with an experience that truly "Wows" them and keeps them coming back.

"People will forget what you said. They will forget what you did. But they will never forget how you made them feel." - Maya Angelou



Make **Way** for a Better Future

At Cincinnati Works, we are life-long learners who are open to new ways of doing things, new solutions, and especially new beginnings. It is in this creative, entrepreneurial and innovative spirit that we look at the world around us, at our neighbors, individuals and families we care about and say, "There has got to be a better way." We are change-makers who approach each day dreaming of what can be, and then we work together on ways to make it happen.

"The best way to predict the future is to create it." - Peter Drucker



Celebrate the **Way** to Success

We celebrate the big successes and the small wins equally, because we know the only fatal mistake towards success is to not try. We are dedicated to helping our Members achieve personal and economic self-sufficiency, whether it is getting a job, getting a raise, completing a workshop, buying a home or just obtaining child-care or transportation to help keep a job. Even successes that may seem small are a BIG DEAL because it is the baby steps that quickly lead to more stable, productive and happier lives worth living — and that's worth ringing the bell!

"The most beautiful people we have known are those who have known defeat, known suffering, known struggle, known loss and have found their way out of those depths." - Elisabeth Kubler-Ross



Be the **Way** to Show the Way

We model the behavior we want our Members to emulate: decency, consistency, professionalism and accountability. We communicate clearly, listen intently, act appropriately. Whether it is a major project or a simple task, we approach our work with pride and treat our co-workers and Members with dignity, because we understand that every interaction is an opportunity to impact a life. By producing quality work in a timely manner, we not only help our Members clear hurdles, we set them on a track to personal and professional success.

"A good example has twice the value of good advice." - Albert Schweitzer



It's the **Way** We Treat Each Other

If you speak with any of our Members, employee partners, volunteers or staff, they will tell you there is something different about Cincinnati Works, and it is the way we treat one another. It is in the personal, compassionate, respectful and conscientious way we interact with every individual that makes for real progress, impact and deep, lasting connections. We try to walk in each other's shoes, seeking to understand, first and foremost.

"Never lose sight of the fact that the most important yardstick of your success will be the way you treat other people - your family, your friends, coworkers and even strangers you meet along the way." - Barbara Bush