
	<b>Core Values</b>  <b>Quality Manual</b>		<b>Document Number:</b>  QM-11.07
	<b>Department:</b> Quality Assurance	<b>Effective Date:</b> October 03, 2016	<b>Revision No</b> 0

# iServe

**I**ntegrity  
**S**ynergy  
**E**xcellence  
**R**espect  
**V**ision  
**E**mpowerment

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## INTEGRITY

**Be Consistent In Character**

**H**onoring commitments and managing expectations of customers, partners, stakeholders, and team members.

**O**bserving ethical business transactions at all times.

**N**ourishing a culture of openness and transparency.


**E**nsuring that one's actions and decisions are in the best interest of the organization.

**S**howing genuine concern for others.

**T**aking good care of the name and reputation of the organization.

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## **SYNERGY**

### **Work Together Towards One Goal**

**A**dhering to company policies and procedures to ensure order in the workplace.

**C**ommunicating important information using all available tools.

**T**aking time to talk and listen to resolve issues and create effective solutions.

**I**nitiating and contributing ideas that will result to workplace improvement, building relationships and self-development.


**O**wning and performing one's role to ensure seamless team operations.

**N**urturing and recognizing individual talents and potentials.

**S**upporting team activities through one's presence and participation.

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## EXCELLENCE

**Do The Right Things Right The First Time**

**S**triving to learn new things that will contribute to the growth of the organization.

**U**ndertaking and enhancing standard operating procedures to ensure quality of work.

**P**ursuing suitable solutions rather than focusing on problems and excuses.

**R**esolving issues at the shortest possible time.


**E**xercising best industry practice in all aspect of work.

**M**onitoring actual performance, identifying and addressing the gaps in work performance.

**E**nsuring timely and accurate work output.

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## **RESPECT**

**Do Unto Others What You Want Others Do Unto You**

**C**reating an environment that encourage others to speak their minds.

**O**bserving and promoting good manners and right conduct.

**N**ourishing a culture that respect differences in personal beliefs, religion and views.

**D**emonstrating and exercising proper time management in all activities.


**U**pholding the dignity and honor of all team members.

**C**aring for the community and the environment.

**T**reating others with high regard and objectivity.

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## VISION

**Look Ahead, Think Beyond**

**F**oreseeing consequences of one's actions to plan and make the best possible decision.

**U**nderstanding and accepting managing work realities.

**T**hinking ahead and preparing ones self in facing challenges, occurrences and trials in life.


**U**tilizing time and resources properly to reach organizational goals and target.

**R**eviewing current situation and information to enable to take calculated risks.

**E**xploring all possibilities to deliver and generate positive results for the organization.

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## **EMPOWERMENT**

**Enable Others To Have Power and Responsibility**

**E**ngaging team members to participate in formulating solutions for effective decision making.

**M**obilizing team members to contribute to success of company activities.

**P**ersuading team members to seize opportunities for professional growth.

**O**ffering feedback and suggestions to enable others to improve.

**W**orking with others to remove barriers to effective performance.

**E**quipping team members with the right tools and skills to perform their assigned tasks effectively.

**R**eaffirming and reassuring one's trust and confidence in the competence of others.

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