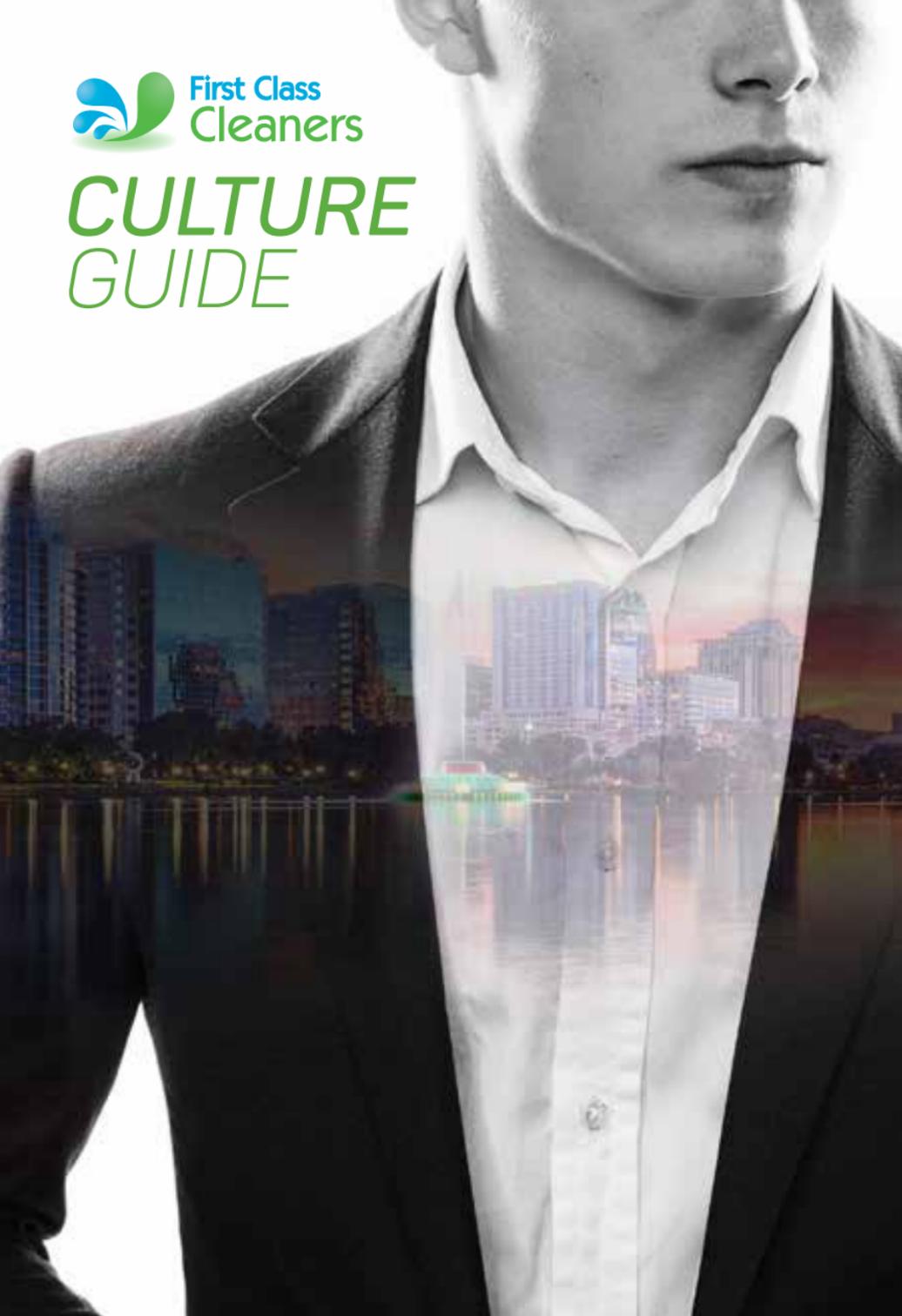




# *CULTURE GUIDE*





## COMPANY CULTURE

### Why is Company Culture so important?

Company Culture is made up of a common set of values, promises, practices and mission so that...

**A COMMON WAY OF THINKING**  
is created so that a

**COMMON WAY OF ACTING**  
is created so that we can

**CONSISTENTLY DELIVER ON  
OUR COMPANY MISSION!**

*“Culture eats strategy for breakfast.”*

– Peter Drucker



## OUR MISSION

**EMPOWERING  
PEOPLE,  
SIMPLIFYING  
LIVES,  
MAKING  
MEMORIES.**

Everything we do at First Class Cleaners will be aligned with our mission. We empower all of our team members to bring this mission to life.

*“Where there is no vision the people perish.”*

– Proverbs 29:18

*“The most pathetic person in the world is someone who has sight but no vision.”*

– Helen Keller



## OUR VALUES

Our values guide all of our interactions and decisions. They help us create a positive and consistent culture that all team members can rely upon.

*Our Values include:*

**OWNERSHIP MENTALITY**

**GROWTH FOCUSED**

**RESULTS DRIVEN**

**POSITIVE SPIRIT**

**SERVING HEART**

**LOYAL NATURE**



## OUR VALUES

# OWNERSHIP MENTALITY

We are responsible for who we are, where we are, and the ultimate outcomes in everything we do. When something needs to be done, we do it. We decide, we act, we motivate, we lead. Most importantly, we celebrate our outstanding results because we own them!

*“Each of you has been blessed with one of God’s many wonderful gifts to be used in the service of others. So use your gift well.”*

– 1 Peter 4:10



## OUR VALUES

# GROWTH FOCUSED

We strive to learn, grow and improve. Growth is intentional, challenging and sometimes uncomfortable, but always worth it. Growth brings opportunities and optimism about the future. When we grow, we thrive. When we thrive, life is better.

*“What got you here won’t get you there.”*

— Marshall Goldsmith

*“I will instruct you and teach you in the way you should go; I will counsel and watch over you.”*

— Psalms 32:8



## OUR VALUES

# RESULTS DRIVEN

We believe outcomes are vital. Just showing up is not enough. We envision the future and establish goals so we know what success looks like. When we attain these goals, we celebrate... because everyone wins!

*"If you aim at nothing, you'll hit it every time."*  
– Zig Ziglar



## OUR VALUES

# POSITIVE SPIRIT

We are optimistic and focus on the bright side. We intentionally create a positive team environment that is contagious and overflows for everyone to enjoy. Happiness is a choice.

*“There is one way to avoid criticism. Do nothing, say nothing, and be nothing.”*

– Aristotle

*“For I know the plans I have for you,” declares the Lord, “plans to prosper you and plans to give you hope and future.”*

– Jeremiah 29:11



## OUR VALUES

# SERVING HEART

Serving is embedded in the fabric of who we are. When needed, we don't hesitate, we don't question, we move into action. We believe in serving to help others achieve their goals, giving both meaning and joy to our lives and those we serve.

*"Whoever wants to be a leader  
among you must be your servant."*

– Matthew 20:26

*"We make a living by what we get,  
we make a life by what we give."*

– Winston Churchill



## OUR VALUES

# LOYAL NATURE

We give and expect honesty, trust and engagement in all of our relationships. Loyalty is not blind to each other's faults. We care enough to express the truth in a way that will bring about the best outcomes for the greater good.

*"Leadership is a two way street, loyalty up and loyalty down. Respect for one's supervisors, care for one's team"*

– Commodore Grace Hopper

*"Let each one of you speak the truth with his neighbor, for we are members one of another."*

– Ephesians 4:25



# OUR BRAND PROMISE

## WHAT ARE WE?

We are Central Florida's largest full service garment care experts.

## WHAT WE DELIVER EVERY DAY...

We always deliver *customized care* to meet *individual needs*.



# OUR BRAND PERSONALITY

Just like people have personalities, so do brands. Our personality is what makes us different and more appealing to our customers. Our customers love us because we are the following:

*INCREDIBLY FRIENDLY*

*EXCEPTIONALLY CONVENIENT*

*SUPERIOR QUALITY*

*GUARANTEED RELIABILITY*

*INDUSTRY EXPERTS*



PERSONALITY TRAITS -  
PROOF POINTS



# WE ARE ALL ABOUT CREATING PASSIONATE CUSTOMER RELATIONSHIPS

To ensure we are delivering on our brand personality traits we have developed “PROOF POINTS” for each trait.

Throughout the entire company we focus our efforts on delivering on these proof points to ultimately create Passionate Customer Relationships (PCR).



PERSONALITY TRAITS -  
PROOF POINTS



# INCREDIBLY FRIENDLY

- We engage each customer with a friendly smile and positive greeting.
- We call customers by name and show interest in even the smallest details of their lives.
- We show honest and sincere appreciation to each customer.
- We do what we can to brighten each persons day.



PERSONALITY TRAITS -  
PROOF POINTS



# EXCEPTIONALLY CONVENIENT

- We offer pick up and delivery service at homes and businesses.
- We offer same day service five days a week.
- We offer one-stop convenience for garment care, tailoring, and shoe repair services.



PERSONALITY TRAITS -  
PROOF POINTS



## SUPERIOR QUALITY

- We deliver when, where and how customers want their garments.
- We offer custom care for every kind of garment, fabric, and accessory.
- PCR requests are recorded and checked on every order.



PERSONALITY TRAITS –  
PROOF POINTS



## *GUARANTEED RELIABILITY*

- We deliver on time, or its free.
- We barcode and uniquely identify each garment and all PCR requests.
- Our systems are state of the art but our team members make the difference.



PERSONALITY TRAITS -  
PROOF POINTS



## INDUSTRY EXPERTS

- We understand the nuances of garments and their complexities to provide the highest level of service possible.
- We participate in industry trade events to ensure we keep up with the latest trends.
- We are the first call for customers who have any major garment crisis.



## HERE'S WHAT WE KNOW ABOUT OUR CUSTOMERS

- They are successful, forward-thinking, fashion conscious professionals who are always on the go.
- They value freedom, hard work and the admiration of friends and colleagues.
- They invest in themselves to always look and feel their best.
- Their future is brighter when someone else handles the details so they can enjoy the more important things in life.



