

IMPROVING HEALTH, ENRICHING LIVES.

THE
CORE VALUES
WE LIVE BY



WE REALLY CARE

We value and deeply understand those we serve
We demonstrate genuine concern for others
We deliver on promises and commitments
We are totally committed to excellence



WE MAKE IT HAPPEN

We stay focused on what counts and see it through
We adapt and respond quickly to changing conditions
We challenge the status quo and create better approaches
We use good judgment to do the right thing now



WE AIM HIGHER

We set high standards and consistently achieve them
We accomplish amazing amounts of important work
We embrace learning to achieve excellence in our work
We innovate to create positive impact



WE DO GREAT
WORK TOGETHER

We share knowledge and encourage open communication
We value our team members and respect their perspectives
We make decisions in the best interest of our team and the company
We achieve more through collaboration

LIVING OUR VALUES?

Share your story about when you, or a colleague, have demonstrated our values.
Select stories will be published on the CBI Intranet. Submit to livingourvalues@cbi.ca