

Sample Cover Panel text for Way Cards

1. From the beginning, we've wanted ABC Company to be different from other companies. Different in how we treat our clients, different in how we work with each other, and different in the results we achieve. These differences are best captured in the 27 "Fundamentals" that are the foundation for our unique culture. We call it, The ABC Way.

2. At ABC Company, our formula for success is based on 4 pillars:

- Pillar 1
- Pillar 2
- Pillar 3
- Pillar 4

The foundation for it all is our unique culture. The 30 "Fundamentals" that follow describe the daily practices that make that culture come to life. They're what set us apart from other companies and what drive our extraordinary success. We call it, The ABC Way.

3. Value 1. Value 2. Value 3. Value 4. These words are at the core of our unique culture. But what do they really mean in practice? The 28 "Fundamentals" that make up the ABC Way provide the answer. They outline how we work with our customers, our partners, and each other. These Fundamentals describe who we are, and they're what drive our extraordinary success.

4. From the very beginning, we've always wanted to deliver extraordinary performance. Extraordinary performance comes from extraordinary people, and the foundation for extraordinary people is an extraordinary culture. The 27 "Fundamentals" that follow define our unique culture. They're what set us apart and drive our success. We call it, The ABC Way.

5. The ABC Way describes the values, behaviors, principles, and practices that are the foundation of our unique culture. It explains how we relate to each other, our clients, and even our suppliers. It's who we are, and it's what drives our extraordinary success.