

# CORE VALUES

## CUSTOMER FOCUS

We are grateful for every opportunity to serve our clients and take pride in providing high-quality legal expertise with compassion. We recognize that every case is a unique opportunity and work together to look for the best solutions to fit our clients rather than fitting our clients into cookie-cutter solutions.

## ACCOUNTABILITY

We take responsibility for our personal actions, work product, and decisions. We are accountable to ourselves, our teammates, our clients, and our community. We drive company success through individual responsibility and achievement.

## RESPECT

First and foremost, we pledge to be a workplace where all are treated fairly, differences are acknowledged and valued, communication is open and civil, conflict is addressed early, and there is a culture of respect.

## INTEGRITY

At all times, we act with honesty and honor in all we do within the Firm and for our clients.

## COMMUNITY

We have a commitment to enriching the communities we serve in New Mexico, as well as to our community within the Firm. We believe in creating a better place to live and work.

# Behaviors

## CUSTOMER FOCUS

- Listen actively to our clients to determine their objectives and formulate actions to help them achieve their goals.
- Advise clients using our knowledge and experience when their objective is not legally or financially realistic; identify the best alternative for their individual situation.
- Serve with a sense of urgency to WOW our clients.
- Return phone calls and respond to emails within one business day.

## RESPECT

- Listen actively to recognize and respond to the unique needs of coworkers, customers, and community.
- Communicate and respond positively with body language, tone, eye contact, and appropriate words.
- Embrace and value diversity and appreciate differences in thoughts and opinions.
- Share knowledge to improve efficiency and promote transparency.
- Be open, genuine, speak up, and respectfully give and receive feedback.
- Practice patience when changes are implemented in the office.

## ACCOUNTABILITY

- Provide clear expectations and deadlines and surpass them by delivering more than what is asked for.
- Provide and receive appropriate, timely, and positive feedback from colleagues and clients.
- Hold everyone to the same level of accountability for behaviors, actions, and results.
- Own mistakes and work to repair and learn from them.
- Demonstrate responsibility for personal development, wellness, and growth and do what is necessary & consistent with our values to help the team succeed.

## INTEGRITY

- Fulfill commitments to our clients and each other.
- Adhere to Firm policies and processes and if one is inaccurate, bring to the attention of management.
- Demonstrate honesty, trust, and mutual respect.
- Approach others with a genuine and collaborative spirit.

## COMMUNITY

- Engage in random acts of kindness.
- Participate in local projects that seek to improve and enrich our community.
- Come together to strengthen our Firm's community, which includes our families.
- Encourage and support a family-friendly environment.
- Strive to share common workplace attitudes, interests, and goals.
- Create brand awareness and loyalty through our actions.