

## VMD CORE VALUES

At VMD, we embrace and embody our Core Values. We demonstrate them every day. Proudly. With each other, with our clients, and within our communities. Our Core Values are what make us unique and exceptional.

### DREAM BIG

*VMD Employees Envision the Future.* We anticipate our customers' futures and work to ensure they thrive in them. We anticipate customer needs better than anyone; we visualize success and then we work hard to deliver it. Our people challenge customers to envision a future that seems beyond reach, and then, together, we build a plan to make it happen.

### OWN IT

*VMD Employees Take Responsibility.* We own our actions, our behaviors, our successes and our failures. We hold ourselves accountable and hold each other to equally high standards. Our people embrace their work and decisions.

### VALUE THE INDIVIDUAL

*VMD Employees Care about Each Person.* The whole person. We see individuals for who they are and what makes them unique. We value diversity because we know the best ideas can come from anywhere, and that everyone's experience matters. We display empathy and understanding and respect others' perspectives. Our people recognize and reward greatness and are humble in doing so.

### SUCCEED TOGETHER

*VMD Employees Understand Big Accomplishments Take a Team.* We strive for perfection and understand that "good" is not "great;" and great is not exceptional. We want to be exceptional. All the time. Doing it takes a team of dedicated, mission-focused individuals. We are at our best when we share in each other's successes and, likewise, each other's failures. Our people focus on being exceptional on the success of the team before the success of the individual.

## LEARN ENTHUSIASTICALLY

*VMD Employees Learn for Today and Tomorrow.* We value learning – all the time – because we know it’s how we will continually improve as individuals and as a team. We believe that the desire to learn is the desire to be better. And, to a person, we have that desire. Our people learn from both our mistakes and successes; we pursue improvement relentlessly, objectively and without bias.

## SHARE HONESTLY

*VMD Employees Speak the Truth.* We share our thoughts and ideas with purpose and transparency. We are intentionally and constructively honest because we know this is what raises the bar for teams and for individual performance. Our people know that not all conflict is bad, and we embrace it because conflict is where breakthroughs occur. It can deliver professional growth and new learning.

## COMMIT FULLY

*VMD Employees Commit. Always.* We commit to the mission. To the customer. To each other. We commit to a process as equally as to the final result. Our people commit fully because without giving 100%, we are less than our potential.

## ACT AND INNOVATE

*VMD Employees are Doers.* We calculate risk but have a bias for action because – in our business – speed matters. Our People make good decisions in the interest of our clients and the missions, and we’re agile enough to adjust quickly and creatively when we need to. We love being nimble and producing results.

To learn more about VMD Core Values, please visit [www.vmdcorp.com](http://www.vmdcorp.com).

