

## PRINCIPLE CENTERED BAMA CULTURE

**TRUST** – Do what you say you will do. “If you want to be trusted, you have to be trustworthy”

**RESPECT** – special consideration one holds for another; to admire the talents of others. “Give it to get it”

**KINDNESS** – Benevolence; thoughtfulness, helpful, friendly—gentle, pleasant or beneficial in action, “anonymous service—doing things for others without needing to be recognized for doing, the small things”

**PATIENCE** - possessing the ability to persevere, to conquer irritation, capacity to put up with troubles, hardships, failure, or difficulty without complaint or losing heart

**HUMILITY** – balance pride with one’s character

**INTEGRITY** - Moral soundness; strong virtues/values (principle-driven), keeping promises (trust), continual growth and learning—by accepting feedback (constructive criticism) as opportunity to grow

**LOYALTY** – faithful to others, personally devoted to being good to others. “Individual commitment to a person or a group”

**FORGIVENESS** – to excuse, pardon, genuine concern for “learning from mistakes philosophy”

**ENCOURAGEMENT** – showing belief & faithful support in fellow co-workers, assisting in the maintenance of others’ esteem

**COURAGE** - Ability to express one’s opinion...while portraying consideration for others’ opinions and convictions. “Courage is being scared to death and still going for it”

**QUALITY** - Continuous improvement, pride in work

**HUMOR** – Respectful fun