

WHAT'S OUR

THREE BLOCKS LONG

- **How Do We Trust Our Customers?**

- **How Do We Enable Employees to Rise?**

- **How Do We Enable Customers to Achieve Their Goals?**

- **Do We Have “Non-Negotiables” – How We’ll Always Honor Customers?**

- **How Do We Want to Be Remembered?**

- **What’s Our Role in Improving Lives? What’s Our “3-Blocks Long?”**



Our collective decisions...tell customers and employees about who we are and what we value...and the role we play in their life.

— Jeanne Bliss

WHAT'S OUR
THREE BLOCKS LONG

Our Collective
DECISIONS:

...Tell Each
Customer a
STORY

About **WHO**
We Are

...And the
ROLE
we play in
their life