



DIAPLOUS LEADERSHIP PRINCIPLES

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A strong set of seven values is the foundation for our success.

Diaplous has adopted a set of **Leadership Principles** that are meant to assist with our company's **decision-making, problem-solving, basic brainstorming** and even **recruiting**.

In contrast to calling them Leadership Principles, they are not meant to be followed only by managers. **They are meant to be followed by all staff and inform the performance of each employee, thus inspiring others to follow along the same path.**



DIAPLOUS LEADERSHIP PRINCIPLES **AT A GLANCE:**

- 1. CUSTOMER FIRST**
- 2. TAKE THE OWNERSHIP**
- 3. MOTIVATE, COLLABORATE & INNOVATE**
- 4. THINK BIG- SET HIGH STANDARDS**
- 5. LEAD BY EXAMPLE**
- 6. BE THE ONE**
- 7. EMBRACE CHANGE**

CUSTOMER FIRST

- Leaders always act according to the **customer needs** always seeking **ways** to grasp and respond to their needs.
- We work hard to gain and maintain **customer trust**. Always mindful of competitors, leaders **obsess over customers**, whose trust they maintain via consistent effort.

MOTIVATE, COLLABORATE & INNOVATE

- Leaders demand and request from their team's **creativity and ingenuity**. They challenge the team to better understand, structure and simplify their work processes.
- They are externally aware, searching for **new ideas** from all over the world, they are not constrained by geography or language, and by things "not invented here".
- Leaders are curious about new possibilities and act to **explore** them.

LEAD BY EXAMPLE

- They **recognize outstanding talent**, and willingly move them throughout the company.
- **Leaders develop leaders** and take their role in coaching others seriously. On behalf of our people we work **to invent development mechanisms** such as Career Choice.

TAKE OWNERSHIP

- They think long-term and **do not sacrifice long-term value for** short-term results. Sustainable profitability is the essence of continuous growth, **long-term growth**.
- **They never say that "that's not my job"**. They act on behalf of the whole business, beyond just their own team.

THINK BIG - SET HIGH STANDARDS

- Leaders **create a bold vision** that encourages its performance.
- Leaders have unremittingly **high expectations** — others would think that these expectations are unreasonably high but once achieved, they manage to earn the trust of the team.

BE THE ONE

- **Leaders operate at all levels**, stay connected to the details, frequently audit, are skeptical and the quality of their work is not negotiable.
- No task can hold them down.



EMBRACE CHANGE

- Leaders are **optimistic** and maintain the right attitude. Even under difficult circumstances they look **the glass half full**.
- Recognize that **change is constant**, and it increases creativity.
- Look for ways **to help others embrace the change**. One opportunity to deal with change is to lead others through the transition.