



# CORE Values



**GIVE > GET**

**WHAT IT MEANS:**  
Having a mindset that genuinely focuses on doing more for others and expecting nothing in return. Gratitude has no strings attached and it doesn't keep score.

**HOW TO EXPRESS IT:**  
Providing a Tier 4 experience! Authentic, heartfelt service to our own team members and those in our community. We go above and beyond to the ACT team & our community to ensure they feel 'well cared for'.

**WHAT IS THE OUTCOME?:**  
ACT Dental is promoted by our clients as "the best of the best".



**ALWAYS BE GROWING**

**WHAT IT MEANS:**  
The one thing we know with certainty is that "we don't have it all figured out".

**HOW TO EXPRESS IT:**  
We are humble. We read, we are curious and we ask questions. We are open to the next idea that improves learning and grows ourselves and our business.

**WHAT IS THE OUTCOME?:**  
We are hangry for new learning! Our team is a group of book-lovin' Intellectual rock-stars and CE junkies!



**ALL "IN" ATTITUDE**

**WHAT IT MEANS:**  
We behave as a 'real' team. We are a collective group of individuals that work for the greater good of the company.

**HOW TO EXPRESS IT:**  
We participate in healthy conflict. We invite respectful, radical candor into our conversations so that our company's decisions are based on "what's best for us". While honoring our own work/life balance - we say yes!

**WHAT IS THE OUTCOME?:**  
A cohesive team that rallies around a decision quicker and is more productive as a result.



**DO THE RIGHT THING IN ALL SITUATIONS**

**WHAT IT MEANS:**  
Doing the right thing, at the right time, with the right people, in the right way, and for the right reasons.

**HOW TO EXPRESS IT:**  
We choose this core value even when faced with hard decisions. We choose what is 'right' not just what we 'want'. The decision is fair, moral and ethical for our relationships and our business.

**WHAT IS THE OUTCOME?:**  
Each of us on any given day sleep well at night.



**WE BEFORE ME**

**WHAT IT MEANS:**  
"I promise to take better care of myself so I can be better for us" mentality. This is about balance. Like any healthy relationship, "when I practice self-care I can bring the best version of myself to my team".

**HOW TO EXPRESS IT:**  
We practice "Patient comes Second" in our company culture in which our team members come first. Balancing what's most important to my team with what any team member needs individually to bring their best self to work.

**WHAT IS THE OUTCOME?:**  
A kept promise to practice the balance in work and life.



**WALK THE TALK**

**WHAT IT MEANS:**  
Always aligning our words and our actions.

**HOW TO EXPRESS IT:**  
Practice what we preach! We model, to the best of our abilities, the advice we coach on.

**WHAT IS THE OUTCOME?:**  
Our eNPS (employee net promoter score) is at or above our target consistently.