

# Nor-Lea Standards of Behavior

## **i - Innovation**



Thinking forward  
Exploring new possibilities  
Setting ambitious goals

## **C - Compassion**



Friendly spirit  
Displaying servant attitude  
Demonstrating genuine concern

## **A - Accountability**



Showing integrity  
Leading by example  
Accepting ownership and responsibility

## **R - Respect**



Acknowledging cultural diversity  
Building trust  
Valuing all people

## **E - Empowerment**



Allowing others to reach their full potential  
Freedom to do what is right for our patients  
Attaining and sharing knowledge to enrich others

I pledge to Nor-Lea that iCARE about my coworkers, my patients and my community. I strive to remember the servant attitude for which this organization was founded. The lower case i reminds me of our humble beginnings and my individual responsibility to make Nor-Lea great. I know that we are united in service and trusted for life because iCARE.