

# NEEA Strategic Planning Outreach

## *NEEA Corporate Values*

AUGUST 13, 2008



**NORTHWEST  
ENERGY  
EFFICIENCY  
ALLIANCE**

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## CORPORATE VALUES

### 1. Excellence

NEEA will be a high performance organization as evidenced by its focus on and commitment to *accountability* and *continuous improvement*. In order to deliver on its promise of excellence, NEEA will embrace human resources policies and practices that effectively attract and retain high-performing talent.

### 2. Teamwork/Collaboration

Effective teamwork and collaboration—both internally and among all stakeholders— is essential to NEEA’s ability to deliver value to the region. In order to collaborate effectively, NEEA must engage in clear and open communication, and embrace diversity of opinion and perspective.

### 3. Innovation

NEEA’s success to date has largely depended on pursuing innovative and creative market strategies. NEEA will continue to innovate in its market approaches, as well as strive for innovation in communications and coordination.

### 4. Nimbleness

Given the dynamic nature of the energy business, NEEA’s future success will likely depend on the ability to respond to unanticipated changes. It will be important for NEEA to have a structure of governance and management that supports the ability to adjust to such changes.

### 5. Integrity

Integrity includes honesty—both by the organization and the individual conduct of staff and management—as well as transparency/openness.

### 6. Supportive work environment

NEEA is committed to a supportive environment for its employees, including work-life balance, and a culture of respect and kindness. In addition, NEEA encourages and engages in community citizenship.

### 7. Sustainability

NEEA is committed to the practice of sustainability in its day-to-day operations and decision-making.