

# company values

Everyone at Plum Benefits values *Honesty*.

This characteristic is being addressed first, due to its importance. Plum Benefits conducts business with adherence to the law, period. This is a line all team members are sure to become aware of when conducting any new activity and a line no one at Plum Benefits crosses. In addition, every employee holds themselves to the highest standards of honesty, both internally and externally, when dealing with colleagues, clients or vendors.

The people who work at Plum Benefits have a unique *Spirit*.

Internally, Plum Benefits represents a long-term career opportunity for individuals who are interested in working in an entrepreneurial environment. The Plum Benefits team understands the direct relationship between company and personal success. Management is responsible to the staff and the staff is respectful of administration. The success of each is interdependent.

In order to maintain this entrepreneurial spirit, employees believe in *Teamwork*.

The potential of any single employee is not related to the potential of another. One will not succeed at the expense of another. Supporting the team will increase the exponential success of the company, and therefore, all individuals who are devoted to the goals of the company.

The success of the team is determined by *Leadership*.

We believe that leadership does not only come with job title or a management position. Employees throughout the company can all demonstrate leadership qualities, which include: integrity, trustworthiness, passion, vision, communication, courage and persistence. This type of leadership will be recognized and will influence others positively, affecting the company as a whole.

While individualism is encouraged, all employees maintain a high level of *Professionalism*.

Internal relationships and client relationships are conducted with respect both to oneself and to others. This is accomplished by creating an environment in which the privacy of both colleagues and clients is upheld under all circumstances. Plum Benefits' team has the maturity to remain calm and rational during difficult situations and to think and act appropriately. It is this rationale that has allowed Plum Benefits to move forward in tough times.

The employees at Plum Benefits understand the importance of *Structure*.

Plum Benefits has established structured means of communication and business process to cultivate the entrepreneurial spirit of each team member and address individual clients needs. It is adherence to these structures that allows for the seamless flow of business and independent creativity.

Despite adherence to this belief system, Plum Benefits is not without *Transition*.

As a small, growing company, Plum Benefits has and will no doubt continue to experience periods of transition, otherwise known as "growing pains". It is a culmination of all of the aforementioned values that enable Plum Benefits' team to work together and thrive during times of change. As a result, it is during these times that the company reaches new heights.

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Success during times of transition depends on *Support*.

Plum Benefits is an open door environment and values the opinion of each individual team member. While decisions are often discussed in this open manner, once direction has been decided, the entire team is committed to backing the decisions of its managers and leaders. Especially during times of transition and growth, that type of support is needed to ensure efficiency and success of the company.

As a result of its culture, Plum Benefits has been able to prioritize and maintain *Stability*.

Plum Benefits' management is indebted to the energy, commitment and interest of its internal team. The ultimate goal is for everyone involved in the development of the company to be rewarded for their short-term risk and long-term thought process.