



catapult
insurance solutions



The CATAPULT Way

1

ACT WITH INTEGRITY.

Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, *especially when no one's looking*. Always tell the truth, no matter the consequences. Be forthright and own your actions.



The CATAPULT Way

2

DO WHAT'S BEST FOR THE CLIENT.

In all situations, do what's best for the client, even if it's to our own short-term detriment. Put their needs ahead of our own. There's no greater way to build a reputation than to steadfastly do what's right for others. Every day.



The CATAPULT Way

3

BE A FANATIC ABOUT RESPONSE TIME.

Respond to questions and concerns promptly, whether it's in person, on the phone, or by e-mail. This includes simply acknowledging that we got the question and we're "on it," as well as keeping those involved continuously updated on the status of outstanding issues.



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4

MAKE QUALITY PERSONAL.

Demonstrate a passion for excellence and take pride in the quality of everything you touch and everything you do. Have a healthy disdain for mediocrity. Good is *not* good enough. Always ask yourself, “Is this my best work?”



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DELIVER AN EFFORTLESS EXPERIENCE.

Find ways to make working with you/us easier. Provide simple and complete instructions. When in doubt, do more rather than pushing the work back to them. Streamline our processes. Simplify everything. Be available and be ridiculously helpful.



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BE HUMBLE.

If you make a mistake, own up to it, apologize, and make it right. Don't let your own ego or personal agenda get in the way of doing what's best for the team. Be there for each other and be willing to step into another role or help a co-worker when that's what's required for success. Stand together.



The CATAPULT Way

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HONOR COMMITMENTS.

Do what you say you're going to do, when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. If a commitment can't be fulfilled, notify others early and agree on a new deliverable to be honored.



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GET CLEAR ON EXPECTATIONS.

Create clarity and avoid misunderstandings by discussing expectations upfront. Set expectations for others and ask when you're not clear on what they expect of you. End all meetings with clarity about action items, responsibilities, and due dates.



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CREATE A GREAT IMPRESSION.

Every conversation, phone call, e-mail, letter, and even voicemail, sets a tone and creates an impression. Pay attention to every interaction and be sure you're setting a tone that's friendly, warm, and helpful.



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PRACTICE BLAMELESS PROBLEM-SOLVING.

Demonstrate a relentless solution focus, rather than pointing fingers or dwelling on problems. Identify lessons learned and use those lessons to improve ourselves and our processes so we don't make the same mistake twice. Get smarter with every mistake. Learn from every experience.



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LISTEN GENEROUSLY.

Listening is more than simply “not speaking.” Give others your undivided attention. Be present and engaged. Minimize the distractions and let go of the need to agree or disagree. Ask good questions and honor others’ input. Above all, listen to *understand*.



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SPEAK STRAIGHT.

Speak honestly in a way that helps to make progress. Say what you mean, and be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Be courageous enough to say what needs to be said. Jump in quickly to resolve conflict and address issues directly with those who are involved or affected.



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FIND A WAY.

Take personal responsibility for making things happen. Respond to every situation by looking for how we *can* do it, rather than explaining why it can't be done. Gather the relevant facts, develop options, and recommend the best approach. Think things through. Be resourceful and show initiative by coming to the table with solutions.



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BE CURIOUS.

In the search for the best solutions, challenge and question what you don't understand. Don't accept anything at "face value" if it doesn't make sense to you. Be curious, ask thoughtful questions, and listen intently to the answers. Dig deeper to go beyond the expected. Ask the extra question.



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PAY ATTENTION TO THE DETAILS.

From the spelling of a client's name to the provisions in the contract, from the accuracy of the quote to the numbers on the spreadsheet . . . details matter. Be a fanatic about accuracy and precision. Punctuation, spacing, commas . . . our proposals are reflective of our work. Be thorough and double-check your work. Get the details right the first time.



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WALK IN YOUR CUSTOMERS' SHOES.

Understand your customers' world. Know their challenges and frustrations. See the world from their perspective. The better you understand them, the more effectively you can anticipate and meet their needs.



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DELIVER RESULTS.

While we appreciate effort, we reward and celebrate *results*. Follow-up on everything and take responsibility to ensure tasks get completed. We get paid to *complete* things, not simply to work on them or put them in motion. Set high goals, use measurements to track your progress, and hold yourself accountable for achieving those results.



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LOOK AHEAD AND ANTICIPATE.

Solve problems *before* they happen by anticipating future issues, planning for contingencies, and addressing them in advance. Work with appropriate lead times. Preventing issues is always better than fixing them.



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BE RELENTLESS ABOUT IMPROVEMENT.

Always strive to make it better. Don't be satisfied with the status quo. "Because we've always done it that way" is not a reason. Leverage technology and find ways to get things done better, faster, and more efficiently. Regularly ask yourself, "How can I be better today?"



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MAKE EVERY TOUCH AN OPPORTUNITY.

A request or submission is an opportunity – not simply a quote, task, or a transaction. It's a chance to solve a problem and to shine. Maximize every opportunity by looking for ways to promote all of our capabilities and the solutions we offer.



The CATAPULT Way

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WHEN IN DOUBT, COMMUNICATE PERSONALLY.

When delivering difficult or complex messages, or in emotionally charged situations, speak “live” versus hiding behind e-mail or voicemail. Where appropriate, follow-up in writing to confirm your understanding.



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SHARE INFORMATION.

With appropriate respect for confidentiality, share information and best practices freely throughout our organization. The more people know, the better we can collaborate. Learn to ask yourself, “Who else needs to know this?”



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PRACTICE THE HUMAN TOUCH.

Listen for, and pay attention to, the things that make people unique. Use handwritten notes, personal cards, and timely phone calls to acknowledge their specialness. Show people you care about them as individuals, rather than as transactions. Genuine compassion can't be faked.



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GO THE EXTRA MILE.

Be willing to do whatever it takes to accomplish the job . . . plus a little bit more. Whether it's starting early, staying late, or doing something that's not in your job description, it's the extra mile that separates the ordinary from the extraordinary.



The CATAPULT Way

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TAKE PRIDE IN OUR APPEARANCE.

Your personal appearance makes a strong statement about the pride you take in your performance. Dress neatly and professionally. The appearance of our office makes a similar statement about the quality of our work. Take responsibility to see that our office environment is clean, neat, and professional.



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SHOW MEANINGFUL APPRECIATION.

Recognizing people doing things right is more effective than pointing out when they do things wrong. Regularly extend *meaningful* acknowledgment and appreciation – in all directions throughout our organization.



The CATAPULT Way

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INVEST IN RELATIONSHIPS.

Our business is built on trust and trust is built on relationships. Invest the time to get to know people on a personal level. Make smart decisions that enhance long-term relationships. This applies both inside and outside of Catapult. Strong relationships enable us to more successfully work through difficult issues and challenging times.



The CATAPULT Way

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“BRING IT” EVERY DAY.

Have a passion for our purpose and see beyond the transaction. Be fully engaged and generate contagious excitement. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm. Work with a sense of urgency to get things done.



The CATAPULT Way

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CREATE WIN/WIN SOLUTIONS.

It's a 2-way street. Learn to think from others' perspective. Discover what they need and find a way to help them meet those needs while also fulfilling your own. Be fair with clients, carriers and co-workers. Win/win solutions are always more effective and longer lasting than win/lose situations.



The CATAPULT Way

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COMMUNICATE TO BE UNDERSTOOD.

Know your audience. Write and speak in a way that they can understand. Avoid using internal lingo, acronyms, and industry jargon. Use the simplest possible explanations.



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BE QUICK TO ASK AND SLOW TO JUDGE.

There's always more to the story than it first appears. Learn to gather the facts before jumping to conclusions or making judgments. Give people the benefit of the doubt and be curious about additional information that may yield a more complete picture.



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BE A MENTOR.

Take responsibility, both formally and informally, to coach, guide, teach, and mentor others. Stretch and grow your mind while teaching and empowering others. Sharing knowledge strengthens our team.



The CATAPULT Way

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TREAT EACH OTHER LIKE FAMILY.

Our relationships go deeper than simply being teammates at work. We genuinely care for and about each other. Whether it's a kind word during a tough stretch, a friendly smile each morning, or a helping hand in stressful times, show your compassion.



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WORK SMART.

Be organized and plan your work for maximum efficiency. Have all the tools necessary before starting your work. Be thoughtful about your schedule, and have a game plan for your calls, your tasks, and your workday. Know the priorities and work on them first.



The CATAPULT Way

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KEEP THINGS FUN.

While our passion for excellence is real, remember that the world has bigger problems than the daily challenges that make up our work. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously. Laugh every day.