## Organizational Attributes

### Communication
- Use candor
- Be transparent
- Show thoughtfulness
- Act honestly and with integrity
- Clarify expectations
- Be timely

### Respect
- Assume good intentions
- Give the benefit of the doubt
- Be willing to hear what people say
- Put yourself in another’s shoes
- Be hard on ideas, soft on people

### Accountability
- Deliver on what you promise
- Set realistic expectations
- Help each other
- We’re one organization; work for the common cause

### Excellence
- Make a disciplined commitment to quality
- Be a leader in best association practices
- Model quality in organizational practices, including governance and professional development

### Diversity, Equity, and Inclusion
- Actively pursue a diverse board and staff
- Create a supportive environment for all
- Appreciate the richness of difference
- Recognize that good ideas can come from anywhere
- Value all voices
- Demonstrate equitable conduct, internally and externally

### Member-centricity
- Pursue our work in consultation with members
- Use a frequent and disciplined approach to discovering members’ needs
- Help members always