

BRANSON VALUES

VISION

Planning for the future and encouraging growth.

LEADERSHIP

Exhibiting a positive example in leading others toward achievement.

SERVICE/COURTESY

Responding to others with respect and a helpful attitude.

SUSTAINABILITY

Reducing waste today for a better tomorrow.

EXCELLENCE

Being the best by doing your best.

SAFETY

Maintaining an environment free from harm.

TEAMWORK/COOPERATION

Less me, more we: working towards a common goal.

VOLUNTEERISM (INVOLVEMENT)

Making a personal commitment to helping others.

STEWARDSHIP

Wise and cost efficient utilization of all resources.

OPEN COMMUNICATION/TRANSPARENCY

Open sharing of information between employees, citizens, and visitors.

INTEGRITY

Doing the right thing, even when no one is looking.

ACCOUNTABILITY

Accepting responsibility for all of your actions.

