

## **Straight Talk, CPAs**

### **CORE VALUES**

We believe in.....

1. Having a caring relationship with our ideal customers who are the lifeblood of our business.
2. A culture that is high-performing, open-minded, respectful, supportive and enjoyable.
3. Shared leadership based on positive influence, honest dialogue, empowerment and trust.
4. Mutual responsibility where coworkers take ownership, share complete information, and anticipate obstacles to deliver service that exceeds client expectations.
5. A synergistic and diverse team that challenges the status quo with out of the box thinking to ensure our clients reach their goals.
6. Systems documentation as a way of life to run our company efficiently so we consistently over-deliver our core services.
7. Progressive thinking and technology helps our business thrive and grow so we can do more for ourselves and our clients.
8. Inspiring and educating entrepreneurs to grow their companies, developing a community of leaders.
9. Ownership thinking where we take a personal stake in the future success of our company.
10. Continuously investing in our growth and learning as it is aligned to our company goals.