



how your **Work Ethic** drives growth

We emphasized growth last month on the Monthly Manager call because of its critical role in our lives. Growth has been a big part of Norco over the past 75 years. We've grown from two locations to 80, we've grown our sales, we've grown our people. We know that growth doesn't just happen, it takes work, and a strong **work ethic** supports growth. Norco's Strategic Vision states *"We seek out smart, collaborative, curious, motivated people with a strong **work ethic** to develop a family within our company that is service oriented and committed to the pursuit of excellence."*

It takes a special type of person to work at Norco, and to be successful here. That someone needs a strong work ethic. Defined, work ethic is the principle that hard work is intrinsically virtuous or worthy of reward. It is also a belief that work, and diligence have a moral benefit and a value to strengthen character and abilities. To put it simply, a strong work ethic is seen in someone who is willing to put the effort in. Or in the words of my five-year-old son Jameson, "someone who is going to try their best".

Having a solid work ethic is foundational to long term success, for Employee Owners personally and for Norco as a whole. Instead of listing good qualities of a solid work ethic, since we expect our Employee Owners to show strong commitment to ethical behavioral at work, I thought we could focus on ways to continue building a strong work ethic, since we're always focused on getting BETTER and GROWING.

Follow the lead of your peers, mentors, and bosses – pay attention to how your fellow Employee Owners behave and the watch for the most effective communication styles of those around.

Develop self-discipline – Understand how you work and know where and when you can push yourself. This involves understanding self-control and what gives you energy. Allocate most of your time to tasks that give you energy and those that are also impactful for the company and/or our team.

Think like an owner – I read recently that an essential part of building a good work ethic is adopting a "do it like you own it" attitude. At Norco, you do own it. If something doesn't make sense or you think there is a better way to do things, ask questions to gain clarity or make suggestions on how to improve something.

Hold the team interests higher than your own – embrace your inner team player and remember that collaboration will greatly increase the impact of the work you do. When you focus on the big picture and serving others, it makes your job fulfilling and becomes a part of living and working with purpose.

A handwritten signature in black ink, which appears to read "Nick Kahl".