

At iBusiness Solutions, **Our 1 Purpose** guides and directs who we are.

**To lead people to make wise decisions
in their professional, personal, and spiritual lives...**

Our 1 Vision guides and directs what we want to become.

**...by creating opportunities to become a
trusted advisor,
strategic partner, and
influential thought-leader.**

Our 5 Core Values guide and direct how we act.

Integrity... *“Doing the Right Thing with Excellence”*

Invest... *“Committing to Others’ Success”*

Innovation... *“Successfully Implementing Creative Ideas”*

Influence... *“Shaping a Positive Future”*

Impact... *“Effecting Change and Transformation”*

Our 7 Seven Practices of Effectiveness guide and direct how we do what we do.

Clarify the Win... *“We define everything we are doing and what we want to happen”*

Think Steps... *“Before we start anything, we make sure it takes us where we need to go”*

Narrow the Focus... *“We prioritize what we do and say with the end in mind”*

Do Less for More... *“We do fewer things in order to make a greater impact”*

Listen to Outsiders... *“We respect and value what others have to offer”*

Replace Yourself... *“We learn to hand off what we do”*

Work On It... *“We take time to evaluate our work – and celebrate our wins”*