


Optical  
Digital  
signal  
DSD  
er

Corporate  
Values  
and  
Philosophy



critical  
telecom

Critical Telecom



To provide an environment where people can enrich their lives through their work

## Opportunity

We give people a chance – we value the content not the package. We look for knowledge, desire, effort, talent, experience, integrity, honesty and humour.

## Respect

We treat our co-workers as peers. We recognize that we are human and as such we are fallible. We trust that our colleagues are always doing their best for our company and for us.

## Personal Growth

We are curious and we want to learn. We are not afraid to make mistakes because mistakes are the building blocks of knowledge and wisdom. We like challenges that make us grow. We are not afraid to ask for help or admit that we don't know.

## Mentoring

We take time to coach the "new guy". We remember when help was offered to us. We are eager to teach, and assist. We take an interest in the problems of our co-workers and contribute our knowledge and experience to their success.

## Creativity


We value originality and enjoy having an outlet for our creativity through our work. We seek the novel approach. We encourage and applaud inspired thoughts and insights.

## Recognition

We like working here because our contributions are recognized. We appreciate our co-workers' contributions and we praise their efforts. We give them credit for their ideas and freely promote their achievements.

## Support

We help those around us when their load is heavy. We are interested in our co-workers success and we offer our help when needed, before it is requested.



To help our  
customers  
become successful

## Knowing

We know our customers ... who they are, where they are, what their business is and what their concerns are. We know the impact that market forces are having on their business. We know their goals, aspirations and desires.

## Understanding

We understand our customers ... their behaviour, their rationale and their actions. We understand their worries and difficulties. We understand their expectations and are prepared to "walk a mile in their shoes".

## Supporting

We are there when our customers need us. We take care of their headaches. When they have a problem ... we have a problem. We are their friend and ally.

## Anticipating

We look out for our customers. We keep an eye on trends and anticipate our customers' wants and needs. We smooth out the road ahead for them.

## Innovation

We constantly surprise our customers by providing them with value and innovation.

## Quality

We take pride in our workmanship and know that every product and every service we deliver is a reflection of who we are and how we want to be perceived.

## Integrity

We value our word and do not give it lightly. When given, our promises are kept. Our word is our most cherished asset and we guard it zealously. Integrity is the first pillar for building trust.

## Value

We always strive to deliver more than is expected. We derive pleasure from satisfied and happy customers.

## Honesty

We value honest feedback. We respect our customers and their right to be treated with honesty. We are honest in our work, our actions and our manners. We believe that honesty is the second pillar for building trust.

To bring prosperity and  
recognition  
to our community  
for generations  
to come



## Jobs

We want to create interesting work opportunities in our community. We think of our children, and their children and their grandchildren. We think of the new settlers and immigrants, we think of their families, we think of the disenfranchised. We want opportunities for all.

## Security

We want our neighbours to have hope, to have a chance to be productive and to have the means to support their families and dreams.

## Growth

We want to help our community to grow. We want to experience new connections and influences. We want to attract talented individuals, leaders and scholars so that we may benefit from their wisdom.

## Pride

We want to set an example for what is possible. Through our work, efforts and achievements we hope to give our community something to be proud of.

To maintain  
our values in all the  
communities we  
touch as we grow

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## Guests

As we grow and expand into other cities and communities we are aware that we are guests. We are thankful for the hospitality, and express our gratitude through our actions and manners. Though away from home, our values and our ethics remain constant.

## Ambassadors

Wherever we find ourselves, whether on business or having fun, we know that we are ambassadors for our community and as such we strive to leave a good impression by conducting ourselves impeccably and with reverence to our values.



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