

THE MORLEY GOLD STANDARD[®]



MISSION

VISION

VALUES

MISSION

STATEMENT

A mission statement is designed to signal exactly what our business does and why it exists.

When effectively defined, it serves as:

①

*A message to associates,
clients and the community*

②

*A tool that is tied
to the larger business plan*

③

*The measuring tape for business decisions, such as:
the products and services we offer and
the tools we use to do our jobs*

④

The basis for forming human resources policy

⑤

*An action statement that defines
our reason for being*

OUR MISSION

WE DELIVER EXTRAORDINARY EXPERIENCES

“I didn’t believe it until I experienced it.”

This reaction to our work is common throughout our history ... service so exceptional that, until people experience it for themselves, it seems too good to be true. This

is what sets us apart as a company – to our clients, industry partners and communities – and as a workplace to our family of associates. We drive ourselves to be

the best to ensure that everyone we work with feels immensely valued, cared for and happy. This is why we’re all here: to deliver extraordinary experiences.

VISION

STATEMENT

A vision statement is
an ideal future state.

It's what the world
looks like when we bring
our mission statement
into full reality.

We use it to help fine tune
policies and processes
so that we remain
on a road that gets us
to this state of being.

OUR VISION

TO BE UNRIVALED
AT AMAZING THOSE
WE SERVE

*Service is the heart of our business,
and people are its soul.*

As digital technology becomes more human, maintaining a personal connection is essential to everything we do. We leverage technology in a way that enhances experiences, elevates personal interactions

and thoroughly amazes those we serve ... our associates, our clients and the communities where we live and work. It takes a rare set of skills and a passion for constant improvement to deliver unrivalled

service in this way, which is why we invest in our people and inspire them to become the best versions of themselves. We are the human touch in an ever-increasing digital world.

VALUES

STATEMENT

Our values
are the building blocks
that support our mission and
vision as we go about
our daily work.

They help us all
understand the critical behaviors
we must observe to achieve
our aspirational goals (Vision)
and purpose (Mission).

1

VALUES

FAMILY COMES FIRST

*Those we work with are family.
We take care of each other and genuinely enjoy
supporting each other and enriching each other's lives.*

Morley has always referred to itself as a family – not simply because our business has always been family-owned, but because of how sincerely people have supported one another throughout our history.

We have always favored a caring, collaborative character to our leadership style, truly nurturing one another and finding success in the strength of our unity.

WE LEAD WITH HUMILITY

*True leaders have a servant's heart. Each of us is a servant leader who
puts others' needs first. We keep our egos in check and create an environment
of safety, trust and empowerment.*

Servant leadership is critical to our culture. It's the very definition of behaving like a family and sends signals of belonging that transcend titles. Managers are truly invested in our success, and trained to develop relationships that are based in safety, encourage trust and give us confidence. Leading with humility means that our success comes from the success of those we lead.

WE EMBRACE EVERYONE

*We are an inclusive, caring and respectful community that celebrates individuality
and ensures every interaction is in the best interest of our diverse family.*

We value diversity, by any definition, and always have. Our acceptance is boundless and extends to everyone – our Morley family, our clients, our business partners, the communities where we live and work, and to our support networks at home. Each of us bears unique gifts, and we love leveraging those gifts into greatness.

2

VALUES

DO WHAT'S RIGHT

*People trust us to keep our word.
We are open, honest, ethical and fair.*

Integrity is one of Morley's foundational values. "Your word is your bond." Earning a reputation that's above reproach is worth more than any amount of money, and so we protect that reputation at all costs. Intentionally practicing integrity builds trust and guarantees that we honor our obligations to our Morley family, clients, partners and communities ... everyone.

WE INSPIRE ACCOUNTABILITY

We have the tools and authority to do what's right, and are expected to attack obstacles and find solutions. We're accountable for our results, take ownership of our mistakes and act with a sense of urgency.

When we have the tools and authority to do what's right, we can confidently take ownership of challenges and lead the charge to find solutions. The healthier our culture of accountability is, the more likely all of us are to trust that we're empowered to do what's right and to do it quickly.

WE ARE WHAT WE DO

Actions speak louder than words. When we let our words teach and our actions speak, we bring out the best in ourselves and others, and create a reputation worth living up to.

People know us by our actions. What we say and what we do are inextricably linked.

As we continually honor our word by following through in deed, we earn trust.

This enables us to demonstrate the prosperity that comes from living and working in an open, honest environment, and gives us the fortitude to build a reputation that others admire.

VALUES

BE YOUR BEST SELF

*High standards and constant improvement define our way of life.
We set the bar high, believe nothing's impossible, and become more
powerful when we empower others.*

Being excellent, being the best in the world at what we do, has always been integral to the way we define ourselves.

We know that each of us brings something special to the table. Encouraging everyone to be the best versions of themselves enables us all to benefit from those unique gifts. By lifting each other up in a safe, trusting, empowered environment, we produce the highest quality service for our clients. This, in turn, translates into benefits for all our stakeholders. Practicing integrity builds trust and guarantees that we honor our obligations to our Morley family, clients, partners and communities ... everyone.

WE SWEAT THE DETAILS

*The smallest details often make the biggest difference.
We pay meticulous attention to detail in order to produce exceptional results.*

We have always been detail-conscious – mapping out every process, listening closely to every need, and seeking out the smallest ways to make the most impact. Because we sweat the details, we have client satisfaction levels that some only dream about. We dig deeper than others are willing to, and are rewarded with success that's impossible for others to attain.

WE SEE WHAT'S POSSIBLE

*Our lifestyle compels us to continually improve ourselves and our processes.
We are goal-oriented and invariably interested in making things the best they can be.
The impact is that our clients remain in awe of our work, our families are proud of our achievements,
and our communities are excited to claim us as citizens.*

We are innovators who constantly push ourselves outside of our comfort zones, confronting challenges and moving mountains personally and professionally.

