

Our Ten Core Values

Your personal core values define who you are, and a company's core values ultimately define the company's character and brand. For individuals, character is destiny. For organizations, culture is destiny.

1) Deliver WOW Through Service	1
2) Embrace and Drive Change	2
3) Create Fun and a Little Weirdness	3
4) Be Adventurous, Creative, and Open-Minded	3
5) Pursue Growth and Learning	4
6) Build Open and Honest Relationships with Communication	4
7) Build a Positive Team and Family Spirit	5
8) Do More with Less	6
9) Be Passionate and Determined—Have a sense of <i>urgency</i> about your work	6
10) Be Humble	7

1) Deliver WOW Through Service

WOW is such a short, simple word, but it really encompasses a lot of things. To WOW, you must differentiate yourself, which means do something a little unconventional and innovative. *You must do something that's above and beyond what's expected.* And whatever you do must have an emotional impact on the receiver. We are not an average law firm, *our service is not average*, and we don't want anyone in our team who is just average. We expect every team member to deliver WOW.

Using your G-d given talents to serve others in a profound way (or in their pursuit of happiness) is G-d ordained. It's healthy, wholesome, and it's beautiful. Of course, you can cross the line and give too much of yourself but short of crossing that line, giving service to others is one of the healthiest things you can do for yourself, spiritually, and emotionally (and both of those impact how you feel physically).

Service means putting yourself in our clients' shoes—one issue, one phone call, one prep session, one whatever—at a time. When it's your time to serve a particular client, absent some emergency, everything else in your life is on hold. That issue should be the most important thing in your life at that moment—*it should be the only thing in your life at that moment.*

Our clients are relying on us to give them feedback based on our experience, training, education, and more.

Any mental, spiritual, or physical issues that get in the way of your ability to be truly present when serving a client, must be dealt with. You will only go so far in life, only be so happy and content, if you allow blind spots to get in the way of your ability to serve others in their pursuit of happiness.

Our office will do all we can to challenge our team members to be focused on service but a lot of this is up to each team member to have a clear enough mindset to be able to do this fully, completely, and consistently. If you can't get out of your way so that you can be completely present on a consistent basis to serve others, then you will not be successful here (or anywhere else).

Ask yourself: What can you do to improve your service to our clients? What can you do to improve your mindset so that you can be totally present and focused on providing our clients with service that WOWs them? Have you WOW'd at least one person today? Have you respectfully challenged a team member to do more to WOW a client with outstanding service? Are you distracted with issues or "blind spots" or are you consistently focused on service?

[Note from ER: Having a service-first approach has made a huge impact in my life in every way. *When* my heart and head are focused on service, my life is significantly better and I'm significantly happier. I can remember making a decision in 2008 to focus on service—to use my G-d given talents to serve others in their pursuit of happiness. After that moment (and the service-focused actions that followed), my life quickly changed in profound ways, for the better. Still, I am not perfect and need to work on this and remind myself of this concept regularly.]

2) Embrace and Drive Change

We must all learn not to fear change, but to embrace it enthusiastically and perhaps even more important, encourage and drive it. We must always plan for and be prepared for constant change.

Ask yourself: How do you plan and prepare for change? Do you view new challenges optimistically? Do you encourage and drive change? How do you encourage more change to be driven from the bottom up?

Wake up every day and ask yourself what is the 1% improvement I can change to make myself better personally and professionally. Imagine

yourself making 1% changes every day that compound and consequently make you, our law firm, staff, and clients happier, 37x better by the end of the year. Imagine if every team member was to do the same.

PS: This is for the math geeks. If you start out with \$100 at the beginning of the year and you were able to increase what you have by 1% every single day, at the end of the year, you would have \$3,778.34 = $\$100 * (1 + 1\%) ^{365}$. That is 37.78x what you had at the beginning of the year. Get that 1% every single day!

And as a part of this, pursuant to [A1b Why We Use SOPs and Templates](#):

[SOPs and templates] are wonderful tools but there can be exceptions. So, use these tools, step-by-step, to help you help our clients. But, if you think a SOP or template needs to be changed for future use, review with a supervisor. If you think you need to deviate from a SOP or template, just for a particular case (to best serve that client/those clients), review with your supervisor. (If you generate a proposed filing from a template on a particular case and think it'd be best to deviate, make the edits with track changes on.)

3) Create Fun and a Little Weirdness

We want to be able to laugh at ourselves. We look for both fun and humor in our daily work. This means that many things we do might be a little unconventional—or else it wouldn't be a little weird. We're not looking for crazy or extreme weirdness though. We want just a touch of weirdness to make life more interesting and fun for everyone. We want the company to have a unique and memorable personality. Our company culture is what makes us successful, and in our culture we celebrate and embrace our diversity and each person's individuality. We want people to express their personality in their work.

Ask yourself: What can we do to be a little weird and differentiate ourselves from everyone else? What can we do that's both fun and a little weird? How much fun do you have in your job, and what can you do to make it more fun? What do you do to make other team members' jobs fun as well?

4) Be Adventurous, Creative, and Open-Minded

The problem when someone feels burned out, bored, unchallenged, or stifled by their work is likely not the job itself but rather the environment and rules given to them to do the job at hand. It is important to

constantly challenge and stretch yourself, and not be stuck in a job where you don't feel like you are growing or learning. We believe that every team member has more potential than they realize. One of our goals is to help unlock that potential. But it has to be a joint effort: You have to want to challenge and stretch yourself for it to happen.

5) Pursue Growth and Learning

Yet no matter how much better we get, we'll always have hard work to do, we'll never be done, and we'll not likely be perfect. "That may seem negative, but it's not: we'll do our best to get it right," and then do it again when we find out that things have changed. That is the cycle of growth, and like it or not, that cycle won't stop.

According to the world-renowned astrophysicist, author, and science communicator, Neil deGrasse Tyson, most schools train us not to embrace curiosity and teach us that learning is a chore. (This is part of the reason new graduates celebrate so much.) But when we were kids, we were extremely curious and wanted to learn new things, constantly. We were trained not to be this way. Mr. deGrasse Tyson said: "[We] spend the first years of a child's life teaching it to walk and talk and [we] spend the rest of his life telling him to shut up and sit."

Those of us who are life-long learners with life-long curiosity excel in life. We are ready to adapt and grow as things/marketplaces change, as they always do. People who shun new projects because, for example, "it's not in my job description" will not get very far here, or in life. So, if you are given the opportunity to take on a new project, get excited, embrace it and have a strong desire to master it. (Think of when you were a kid and you got to play with something new.) Plus, getting assigned a new project is a compliment to you, and your ability and attitude.

Ask yourself: How do you grow personally? How do you grow professionally? Are you a better person today than you were yesterday? How do you get your team members to grow personally? How do you get your team members to grow professionally? How do you challenge and stretch yourself? Are you learning something every day? What is your vision for where you want to go? How do you get the company as a whole to grow? Are you doing everything you can to promote company growth, and at the same time are you helping others understand the growth? Do you understand the company vision?

6) Build Open and Honest Relationships with Communication

A key ingredient in strong relationships is to develop emotional connections. It's important to always act with integrity in your relationships, to be compassionate, friendly, loyal, and to make sure that you do the right thing. Show that you value your relationships. The hardest thing to do is to build trust, but if the trust exists, you can accomplish so much more. In any relationship, it's important to be a good listener as well as a good communicator. Open, honest communication is the best foundation for any relationship. While both words and actions are important, actions speak louder than words. In order for someone to feel good about a relationship, they must know that the other person truly cares about them, both personally and professionally. How you speak and treat others is key.

Ask yourself: How much do people enjoy working with you? How can you improve those relationships? What new relationships can you build throughout the company beyond just the team members that you work with on a daily basis? How do you WOW the people that you have relationships with? How can you make your relationships more open and honest? How can you do a better job of communicating with everyone?

7) Build a Positive Team and Family Spirit

At the Law Offices of Evan M. Rosen, P.A., we place a lot of emphasis on our culture because we are both a team and a family. We want to create an environment that is friendly, warm, and exciting. We encourage diversity in ideas, opinions, and points of view.

The role of a team leader is to remove obstacles and enable team members to succeed. This means the best leaders are servant-leaders. They serve those they lead. The best team members take initiative when they notice issues so that the team and the firm can succeed. The best team members take ownership of issues and collaborate with other team members whenever challenges arise. *The best team members have a positive influence on one another and everyone they encounter. They strive to eliminate any kind of cynicism and negative interactions.* Instead, the best team members are those that *strive to create harmony with each other and whoever else they interact with.*

We believe that the best teams are those that not only work with each other, but also interact with each other outside the office environment. Many of the company's best ideas have been the direct result of informal interactions outside of the office.

We are more than just a team, though—we are a family. We watch out for each other, care for each other, and go above and beyond for each other

because we believe in each other and we trust each other. We work together but we also play together. Our bonds go far beyond the typical “co-worker” relationships found at most companies.

Ask yourself: How do you encourage more teamwork? How do you encourage more people to take initiative? How do you encourage more people to take ownership? What can you do with your team members so that you feel both like a family and a team? How can you build stronger relationships with your team members both inside and outside the office? Do you instill a sense of team and family not just within your department, but across the entire company? Do you exemplify a positive team spirit?

8) Do More with Less

While we may be casual in our interactions with each other, we are focused and serious about the operations of our law firm. We believe in hard work and putting in the extra effort to get things done. We believe in providing excellent legal representation, and realize that there is always room for improvement in everything we do. This means that our work is never done. In order to stay ahead of the competition (or would-be competition) and *best serve our clients*, we need to continuously innovate—always striving to be better. We use mistakes as learning opportunities. *We must never lose our sense of urgency in making improvements.* We must never settle for “good enough,” because good is the enemy of great, and our goal is to not only become a great law firm, but to become one of the greatest firms in the state. We set and exceed our own high standards, constantly raising the bar for competitors and for ourselves.

Ask yourself: How can you do what you’re doing more efficiently? How can your department become more efficient? How can the company as a whole become more efficient? How can you personally help the company become more efficient?

9) Be Passionate and Determined—Have a sense of *urgency* about your work

Passion is the fuel that drives us and our firm forward. It drives us to strive to **be an M.V.P. (be fucking meticulous, visualize, and be proactive)**. We value passion, determination, perseverance, extreme attention to detail, prioritization, managing deadlines, and a strong **sense of urgency.**

With everything in law, there is almost always a next action that needs to be taken, perhaps it's just a task to follow up to see if we heard back on an important email we sent, or to make sure we get that signed order we are waiting for. (There may also be times we don't want to follow up but just need to set a task to see if the other side did something timely, before we take some other next action.) *Always ask yourself "what is the next action?"* If one is required, do it or set a task, as is appropriate. As a judge once told Evan, in law, there are a million ways to screw things up. We have to recognize issues and deal with them *"when they show up, not when they blow up!"* (That's from the book, "Getting Shit Done.")

Passion and determination are contagious. We believe in having a positive and optimistic (but realistic) attitude about everything we do, because we realize that this inspires others to have the same attitude. There is excitement in knowing that everyone you work with has a tremendous impact on a larger dream and vision, and you can see that impact day in and day out.

As to perseverance, managing deadlines, and having a sense of urgency, some things require diligent follow up and advance planning and preparation. When you are facing an urgent, time-sensitive, and/or important matter, you have to act accordingly. As always, treat the situation how you would want it to be handled if you were the client? As Tony Robbins says, once you have an idea of where you want/need to accomplish, take massive action, follow up, adjust, and don't give up.

Ask yourself: Are you passionate about the law firm? Are you passionate about the areas of law we serve? Are you passionate about your work? Do you love what you do and who you work with? Are you happy here? Are you inspired? Do you believe in what we are doing and where we are going? Is this the place for you? Do you go above and beyond to do all that is necessary to handle situations with the appropriate level of urgency?

10) Be Humble

While we celebrate our individual and team successes, we are not arrogant, nor do we treat others differently from how we would want to be treated. Instead, we carry ourselves with a quiet confidence, because we believe that in the long run our character will speak for itself.

Ask yourself: Are you humble when talking about your accomplishments? Are you humble when talking about the company's accomplishments? Do you treat both large and small vendors with the same amount of respect that they treat you with?

—

Ideally, we want all ten core values to be reflected in everything we do, including how we interact with each other, our clients, opposing counsel and the court.

Committable core values that are truly integrated into a company's operations can align an entire organization and serve as a guide for team members to make their own decisions.

Rather than focusing on individuals as assets, we instead focus on building as our asset a pipeline of people in every single department with varying levels of skills and experience, ranging from entry level all the way up through senior management and leadership positions. Our vision is for almost all of our hires to be entry level, but for the company to provide all the training and mentorship necessary so that any employee has the opportunity to become a senior leader within the firm.