

About

The **Creed** represents the character of PECB and establishes the mindset present at our business. This document reflects the values and principles that guide a way of thinking and behavior of everyone in our organization. These values and principles shape our organization's culture and influence our interactions.

PECB CREED

Core Values

1. Core Values – What is Important to PECB

1.1. Growth:

At its core, PECB is based on growth.

1.1.1. PECB-certified **professionals** use the learning we provide and our credentials to acquire new skills and recognition to improve their professional lives and provide for their loved ones.

1.1.2. These PECB-certified professionals help their company's **employees** to work as per international best practices to improve efficiency, maximize revenues, and minimize their negative environmental impact.

1.1.3. PECB helps its **partners** to provide better services to their clients with a diversified and constantly growing program and service offering.

1.1.4. Finally, PECB contributes to the growth of our staff by cultivating a professional environment rich in learning opportunities and challenges allowing all of us to enhance our skills and provide better for the ones we love.

1.2. Change:

Change is a constant reality. Change equals opportunity. PECB is in a continual pursuit of opportunities to improve its systems and processes. Therefore, change should be embraced continuously while questioning existing processes and proposing practical improvements.

1.3. Harmony:

PECB strives to create a harmonious and respectful environment, where every individual is treated with dignity, respect, and fairness. We maintain integrity and honesty in every interaction, whether with colleagues, partners, professionals we train and certify, trainers, committee members, and any other individuals we engage with. Harmony does not mean avoiding difficult conversations; it means addressing them respectfully and honestly. Everyone will be treated with equity and fairness, recognizing individual circumstances and needs.

1.4. Simplicity/Clarity:

Simplify/clarify work, simplify/clarify things for your colleagues, everyday work and all projects that you're involved. Simplify/clarify things for partners and clients. True elegance is in simplicity!

1.5. Reliability and Quality:

We want all stakeholders to know that they can depend on us. We are committed to consistently delivering high-quality services and products. We firmly believe that delivering exceptional work is not just a transaction but a commitment to excellence. Every product or service we offer reflects our dedication to meeting and surpassing customer expectations. It is not only about providing a solution; it is about ensuring every interaction leaves a lasting positive impression. This commitment to excellence builds trust and fosters customer loyalty, which are two cornerstones of our success.

1.6. Core Values Summary

Value	What it means	What it looks like	What to avoid
Growth	We grow people, clients, and ourselves.	Share knowledge, mentor others, suggest improvements.	Focusing only on your tasks, resisting learning.
Change	Change is an opportunity to improve and evolve.	Adapt quickly, propose changes, don't fear updates.	Being stuck in old ways, resisting or complaining about change.
Harmony	Respect, dignity, and fairness for everyone.	Treat everyone with equity, recognize different needs, listen actively, resolve conflicts calmly.	Favoritism, gossip, ignoring other perspectives.
Simplicity	Clarity and ease in everything we do.	Use clear language, reduce steps in a process, document well.	Overcomplicating things, unclear instructions or processes.
Reliability	Consistently deliver quality and meet expectations.	Meet deadlines, follow through, double-check work before delivering.	Rushing through work, missing deadlines or details.

Work Principles

2. Work Principles – Transform Effort into Excellence

2.1. Work Smart:

2.1.1. Set clear goals and direction.

2.1.2. Limit priorities by prioritizing essential tasks.

2.1.3. Challenge and grow teams to become more efficient.

2.1.4. Foster a culture of innovation and continual improvement.

2.1.5. Examples:

2.1.5.1. Don't: I'm busy with 10 things at once

2.1.5.2. Do: I've prioritized 3 tasks that will move us forward

2.2. Take Responsibility:

2.2.1. Take responsibility for your failures – we all make them.

2.2.2. Do not hide failures – bring them to the light and fix them.

2.2.3. Do not punish; learn and improve, thus fostering a culture of learning and improvement.

2.2.4. You are empowered to address and resolve issues and to prevent repeat occurrences.

2.2.5. Lead by example, take ownership for your actions and decisions.

2.2.6. Examples:

2.2.6.1. Don't: This wasn't my task

2.2.6.2. Do: It got delayed because I didn't follow up. I'll get it back on track

2.3. Effective Communication:

2.3.1. Collaborate openly and communicate proactively to ensure alignment and effective teamwork.

2.3.2. Manage stakeholders' expectations.

2.3.3. Communicate conflicting priorities or needs.

2.3.4. Actively listen to other's perspectives and ideas, fostering understanding and empathy.

2.3.5. Examples:

2.3.5.1. Don't: I thought someone else would update you

2.3.5.2. Do: Just wanted to give you a quick status update

2.4. Improve and Adapt:

2.4.1. Embrace change willingly and adjust your work accordingly.

2.4.2. Cultivate a positive and solution-oriented mindset in the face of challenges and to remove roadblocks.

2.4.3. Embrace improvements continually with deliberate learning and optimized use of technology.

2.4.4. Stay updated on industry trends and technologies, actively seeking opportunities for learning and skill enhancement to adapt to changing environments effectively.

2.4.5. Examples:

2.4.5.1. Don't: We've always done it this way.

2.4.5.2. Do: Let's test a new way that could save time.

#pomodoro #occam'srazor #kaizen #pdca
#shoshin #efficiency

Service Values

3. Service Values – We Are Successful Professionals Serving Successful Professionals.

3.1. Develop **involvement**, **accountability** and **pride** at work.

3.1.1. Take pride in delivering high-quality work and showcasing a commitment to excellence.

3.1.2. Exceed expectations.

3.1.3. Take pride in the organization's achievements and contributions.

3.1.4. Recognize and celebrate individual and team accomplishments and strengths, acknowledging other's great work.

3.1.5. Take full ownership of responsibilities, outcomes, and corrective actions, including acknowledging and resolving mistakes.

3.2. Ensure **responsiveness** and **safety** in all interactions.

3.2.1. Prioritize stakeholder needs.

3.2.2. Get things done fast for stakeholders.

3.2.3. Ensure everyone is safe in all aspects.

3.2.4. Balance speed with accuracy, professionalism, and sound judgment in all responses.

3.3. Follow **'Three Steps of Service'**

3.3.1. A warm welcome.

3.3.2. Anticipate and fulfill needs.

3.3.3. Fond farewell.

3.4. **Customer-centric** approach

3.4.1. Have a deep understanding of customer needs.

3.4.2. Meet their needs promptly or communicate timely and adequately if unable to fulfill these needs.

3.4.3. Make sure people leave feeling better.

3.4.4. Solve their problem.

3.4.5. Act with discretion, consistency, and professionalism, building trust through reliable and thoughtful service.

3.4.6. Examples:

3.4.6.1. Don't: Our system doesn't allow exceptions

3.4.6.2. Do: We don't typically process this but we understand the impact it has for you so we are happy to accommodate.

3.5. Full **ownership** of customer requests

3.5.1. The person who received the initial request is responsible for ensuring the closure.

3.5.2. Examples:

3.5.2.1. Don't: Please send an email to support@pecb.com for this question.

3.5.2.2. Do: Let me check with our team and I will get back to you

3.6. Proactive Problem Resolution:

3.6.1. Identify challenges proactively.

3.6.2. Address issues promptly to prevent impact on customer satisfaction.

3.6.3. Demonstrate commitment to reliable and efficient service delivery.

3.6.4. Examples:

3.6.4.1. Don't: We had that issue again last week

3.6.4.2. Do: I noticed a recurring issue and here's a proposed fix.

#ritzcarlton #success #ikigai #safety #empathy

Interaction Guidelines

4. Interaction Guidelines – Fight and Unite

4.1. Challenge ideas:

4.1.1. Stress-test ideas.

4.1.2. Separate personal from professional perspectives.

4.1.3. Deliver opinion with conviction.

4.1.4. Avoiding biases in evaluating ideas by promoting a culture of fairness and collaboration.

4.1.5. Challenge ideas using facts, data, and rationale; not tone, hierarchy, or personal preference.

4.1.6. Examples:

4.1.6.1. Don't: That doesn't make sense at all

4.1.6.2. Do: Can I challenge that a bit? I think we may be missing a factor

4.2. Be open – Seek to understand before responding:

4.2.1. Foster open-mindedness and assume positive intent.

4.2.2. Actively listen to and consider others' viewpoints.

4.2.3. Stay curious. Approach every idea as a beginner.

4.2.4. It is not about being right; it is about the team getting the best ideas.

4.2.5. Examples:

4.2.5.1. Don't: I don't think this will work because I know our team

4.2.5.2. Do: Interesting—can you walk me through what led you to that idea?

4.3. Leave good impressions – Every interaction reflects PECB:

4.3.1. Communicate well and politely with customers and colleagues.

4.3.2. Value each person's contributions.

4.3.3. Consider the other party in communication.

4.4. Impact decisions – Disagree and commit:

4.4.1. Contribute to decisions by adding constructive arguments.

4.4.2. Voice your concerns if you disagree with the direction of things.

4.4.3. Commit to collective decisions.

4.4.4. Focus on shared goals and constructive debate.

4.4.5. Once a decision is made, support it fully and do not undermine it through side conversations or passive resistance.

4.5. PECB-first mentality:

4.5.1. Prioritize the organization's objectives.

4.5.2. Understand the intent behind PECB Creed.

4.5.3. Never forget that we have one common goal, and that we are one team.

4.5.4. Set aside personal agendas and ego in favor of outcomes that serve the organization and the team.

#grice'srazor #braintrust #haveimpact

5. Hashtag Glossary

Hashtag	What It Means	Use It When...	CREED Behavior It Supports
#kaizen	Small, ongoing improvements	You see a repetitive inefficiency	Improve and Adapt
#pdca	Plan > Do > Check > Act	You're launching a new internal initiative	Work Smart
#pomodoro	Focused work in short intervals (e.g. 25 min)	You need to stay focused and block distractions	Take Responsibility
#ritzcarlton	Anticipate needs, treat others with care and class	You're handling internal or external stakeholders	Service Values
#ikigai	Align passion, skill, need, and reward	You're evaluating your long-term role and value	Growth
#shoshin	"Beginner's mind" – stay curious	You're brainstorming or discussing new ideas	Be Open
#braintrust	Honest, respectful feedback	You're in a team debate or planning session	Challenge Ideas
#grice'srazor	Say only what's necessary to communicate well	You're writing reports, emails, or presentations	Simplicity

These Core Values translate into:

