



# PROAUTOMATED'S CORE VALUES



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ProAutomated is a company built on a strong foundation of core values that guide every aspect of its operations. These values aren't just words on a page; they're **deeply ingrained in our company's culture**, influencing how employees interact with each other and with clients.



## Our Core Values



- Caring**
  - Respectful Communication
  - Diving Deep
  - Putting Ourselves in Each Others Shoes
- Determination**
  - Problem-Solving
  - Quality Assurance
- Excellence**
  - Proactivity
  - Punctuality and Responsiveness
  - Going the Extra Mile
- Integrity**
  - Honesty
  - Accountability
  - Ethical Conduct
- Camaraderie**
  - Team Bonding
  - Shared Experiences
  - Community
- Innovation**
  - Continuous Improvement
  - Adaptability
- Confidence**
  - Support System
  - Team Integration

These core values—**excellence, camaraderie, confidence, integrity, determination, innovation, and caring**—are what enable ProAutomated to consistently deliver top-quality service to its clients.

# THE CORE VALUES OF PROAUTOMATED



## 1. EXCELLENCE: OUR STANDARD FOR EVERY PROJECT

Excellence is at the heart of ProAutomated, from managing expenses and invoices to onboarding and training our team. We strive to be **proactive, punctual, and responsive**, addressing issues before they become problems.

It's one thing for a customer to acknowledge a job well done or a successful project; it's another for them to view you as the benchmark for their own work. This was true for ProAutomated's engineer Charlie. Early in her career at ProA, **her exceptional performance caught the attention of one of our largest clients**, who asked her to travel to their various projects and teach others how to achieve the same level of success. Through this, Charlie not only created a lasting opportunity for herself, but also strengthened the relationship with one of our key customers.

Our **rigorous training programs** prepare our engineers to deliver this kind of superior service, ensuring every project is handled with the utmost precision and dedication.





## 2. CAMARADERIE: BUILDING STRONG TEAMS FOR BETTER

At ProAutomated, we firmly believe that the foundation of exceptional outcomes lies in the strength and support of our teams. We understand that when our employees are connected and engaged, **their collective expertise can truly shine.**

Our annual retreats are a cornerstone of this approach. During these retreats, we engage in various collaborative exercises, workshops, and informal gatherings that help to build trust and deepen relationships.

In addition to our retreats, we also encourage **spontaneous team gatherings**, whether it's a celebratory lunch, a brainstorming session, or an impromptu team outing. These informal events allow our engineers to connect on a personal level, which fuels their ability to **collaborate effectively and tackle challenges with a unified approach.**

When our engineers have strong relationships and open lines of communication, they work together more seamlessly and leverage each other's strengths. This collaborative spirit lays the groundwork to not only meet your expectations, but exceed them.





### 3. CONFIDENCE: TACKLING CHALLENGES WITH ASSURANCE RESULTS

At ProAutomated, confidence is deeply rooted in the **supportive and collaborative environment** we cultivate within our team.

From day one, our engineers are immersed in a culture that prioritizes **mutual support and trust**. This environment empowers them to approach even the most intricate problems with a sense of assurance and self-reliance. They know that no matter how complex the issue at hand, **they have the full backing of their colleagues and leaders**, providing a safety net that fuels their confidence.

Our engineers are meticulously trained not only in technical skills but also in the art of **transparent communication and effective problem-solving**. This transparent dialogue means no problem is too daunting to tackle, as every team member contributes their expertise and creativity to the solution.

In every project, **our engineers' confidence translates into a reliable, results-driven approach**. Their ability to work through problems with assurance means that you can trust in their expertise and commitment to delivering high-quality outcomes.





## 4. INTEGRITY: UPHOLDING THE HIGHEST STANDARDS

At ProAutomated, integrity isn't just a principle; it's the bedrock on which our entire business is built. We place a strong emphasis on honesty and transparency, within our team and with our clients. This commitment to ethical conduct is reflected in **every decision we make and every action we take.**

In the past, there was a situation where an attempt at dishonest behavior was brought to our attention. Rather than ignoring or downplaying the issue, we took immediate and decisive action: we reported the incident, thoroughly investigated the matter, and implemented measures to prevent any recurrence.

Why? We believe actions speak louder than words. Our response to potential ethical breaches highlights ProAutomated's dedication to doing what's right, **regardless of the circumstances.**

Whether we're managing a project, negotiating a contract, or addressing a concern, our commitment to fairness and responsibility guides our actions. In choosing to work with ProAutomated, you're partnering with a company that prioritizes ethical practices and transparency.





## 5. DETERMINATION: GOING THE EXTRA MILE FOR OUR CUSTOMERS

ProAutomated's determination shines through in our unwavering commitment to solving customer problems, **regardless of the challenges we face.**

A great example of this dedication is when an employee, having forgotten their wallet before a flight, went to extraordinary lengths to make sure a project wasn't delayed because of it. This employee hitchhiked to the job site, arriving on time, upholding our promise to our customer!

Every day doesn't call for these levels of determination, but when the need comes, our customers are blown away when they see us living out this value. It's this level of resolve that guarantees ProAutomated's reliability and ensures **we always deliver, no matter the obstacles.**





## 6. INNOVATION: A COMMITMENT TO CONTINUOUS IMPROVEMENT

Innovation is at the core of ProAutomated's values, driving our culture of ongoing enhancement across all areas. **We actively seek employee feedback** to refine our internal systems, benefits, and training programs.

After each ProAutomated training session, we conduct a 30-day follow-up with new hires to address any gaps and update the training process accordingly. This iterative feedback loop ensures that our training remains current and effective, keeping our team well-equipped with the latest skills and knowledge.

By constantly evolving, ProAutomated stays ahead of the curve, **continuously improving both our internal operations and the service we provide to our customers.**







## 7. CARING: THE HEART OF PROAUTOMATED

Caring is the core value that truly distinguishes ProAutomated. Our “Spread the Love” initiative, held every February, embodies this commitment.

During this month, employees are encouraged to nominate colleagues who exemplify exceptional care. **Over 50% of the company participates**, sharing inspiring stories of how team members have supported each other—whether by bringing meals to sick colleagues on-site or providing aid through our Catastrophic Relief Fund.

One memorable example involved two team members who went out of their way to help a stranger change a flat tire. This act of kindness, **done purely out of a genuine desire to help**, highlights how deeply ingrained caring is in our company culture. Nominated employees receive both recognition and a \$100 reward, reinforcing the value we place on **compassion and support in every aspect of our work**.



# PROAUTOMATED: DELIVERING CONSISTENCY AND EXCELLENCE

ProAutomated's core values are more than just ideals—they're the blueprint that guides the company in delivering consistent and excellent service to its clients.

These values ensure that every team member is aligned in their mission to not only meet but exceed client expectations.

Through a culture of excellence, camaraderie, confidence, integrity, determination, innovation, and caring, ProAutomated is able to build strong, trust-based relationships with clients, solve complex challenges, and consistently deliver top-quality results.

