Annapath Core Values

Extreme Attention to Detail

"You can never go back"

Attention to detail cannot be added later. It is either there or it is not on first execution. It is far less expensive in every way to avoid a problem than it is to fix it afterwards.

Service First

"Sometimes killing them just isn't enough"

Killing our clients with kindness just guarantees they think we are nice people. If we do not take care of our customers, someone else will. Customer service is always first.

Relentless Pursuit of Excellence

"Second place means you are the first loser"

Falling behind one slot to our competitor ultimately means we failed to win. Keeping a client demands as much skill as earning one.   We should not be outdone or bypassed because we lack the perseverance to outperform our competition.

Own Your Actions

"Learn to cut the cord"

Do not bother other people to solve your problems without first trying to solve it yourself. Whether you caused the problem or are entrusted with it, you need to follow through until you know it is fixed – You Own It!

Fun

"Happy Hour is Over-Rated"

Why should all the fun begin and end in one hour? Whether it is your co-worker or your client, create and sustain an environment wherever you go so the people around you enjoy seeing you and look forward to interacting with you.

Creating and Nurturing Relationships

"Be a(n) FF"

Most people spend as much time with their clients and co-workers as they do with their family. Creating and maintaining these relationships requires dedication.   Years of hard work can be undone in a matter of moments if you are careless and inattentive.

Pursuit of Growth/Lifelong learning

"Settling is the process of gradually sinking under your own weight"

Every new client, acquisition or idea could be your next great leap forward. Yesterday's successes are neither guaranteed nor should they be taken for granted. Every business and every mind benefits from the opportunities provided by growth.