














THE  
WILLIS  
WAY

## OUR GUIDING PRINCIPLES

OUR CULTURE IS DRIVEN BY A SIMPLE SET OF GUIDELINES EACH EMPLOYEE HAS AT THEIR DISPOSAL . THESE GUIDELINES WERE CREATED TO HELP EMPOWER OUR EMPLOYEES TO BEST SUPPORT ONE ANOTHER, THEIR GROWTH, DECISION-MAKING, AND OUR PARTNERS.

-  PEOPLE DON'T CARE WHAT YOU KNOW, UNTIL THEY KNOW YOU CARE.
-  LET REASONING BE THE DECIDING FACTOR.
-  IT'S NOT WHO IS RIGHT, BUT WHAT IS RIGHT.
-  SPEAK THE TRUTH.
-  WHAT I TELL YOU NOW IS A REASON, WHAT I TELL YOU LATER IS AN EXCUSE.
-  PROFIT IS LIKE BREATHING.
-  TO BEGIN, YOU MUST START.
-  CREATE A CONTAGIOUS REACTION OF ENTHUSIASM.
-  WE WILL TREAT EVERYONE FAIRLY, NOT NECESSARILY EQUALLY.
-  THE DISCIPLINE TO SAY NO.
-  YOU CAN'T RUN A BUSINESS FROM BEHIND A DESK.