



DEFINITIONS OF CRUISE BEHAVIORS

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STAY FOCUSED:

Promote company-wide success by fostering a culture of discipline and focus, prioritizing important tasks, and staying committed to achieving our goals.

Inspiring commitment to our mission by fostering a culture of effective prioritization, consistent communication and collaboration, connecting teams to business goals.

OWN IT:

Commit to taking ownership of your responsibilities in order to achieve the extraordinary, prioritize the right behaviors, and deliver exceptional results that exceed expectations.

Take accountability for your actions and the long-term impact it has on achieving the extraordinary, prioritizing Cruise behaviors, and identifying opportunities for growth and development.

SEEK TRUTH:

Pursue truth and excellence by challenging assumptions, adhering to objectives, and considering multiple perspectives to achieve the best outcome.

Pursue data-driven insights and excellence by challenging personal assumptions, leveraging problem-solving skills, and considering multiple perspectives to make informed decisions and achieve the best outcome.

BE HUMBLE:

Promote improvement, innovation, and success by embracing professional growth, not fearing failure, expressing gratitude for success, and maintaining humility.

Promote a growth mindset by practicing good judgment—modeling best practices for acknowledging mistakes as a learning opportunity, expressing gratitude for success, and ensuring personal ambitions align with company objectives.

WORK TOGETHER:

Achieve great outcomes by utilizing diverse perspectives and innovative solutions that stem from our unity, as we continuously support each other through both successes and challenges.

Achieve great outcomes by leveraging diverse perspectives and innovative solutions that stem from our unity, maintaining a balance between collaboration and autonomy, as we continue to support each other through successes and challenges.

STAY SAFE:

Prioritize the safety and well-being of all employees, customers, and our organization by realigning responsibilities, implementing protocols, and holding ourselves accountable to the highest standards of integrity.

Ensure the safety and flourishing of our team, customers, and organizations through refined responsibilities, meticulous protocols, and unwavering integrity. Foster collaboration and autonomy as we support each other through successes and challenges.

BE A CUSTOMER:

Immerse ourselves in our customers' perspectives, taking on their needs and desires as our own, and paying close attention to all available resources in order to achieve that.

Immerse ourselves in our customers' perspectives, considering their needs and desires, and paying close attention to how your role and contributions will help achieve that.