



CORE VALUES

WIZARD LIFE

OWNERSHIP THINKING

- Wizards take ownership and then drive projects. They collectively own outcomes as individuals and as a team. Wizards succeed together.
- Wizards understand they wear many hats: Sales, marketing, delivery, personal, team member, and support. No task is beneath anyone.
- Wizards know that following through with action and taking the extra step breeds trust.
- Wizards understand that consistency and attention to detail while keeping the big picture in mind, are keys to success.

MAKE IT SO!

- Wizards have a "can do" attitude. We believe all things are possible with the right attitude, resources, hard work, and dedication.
- Wizards quickly size up any situation or issue. They visualize the successful outcome, and make it happen!
- Wizards focus on positive outcomes and success. Negativity and skepticism are not part of our creed. Wizards go where others dare not go.
- Wizards know that it's not magic, but dedicated talent that creates success.
- Every Wizard is a hero, they rise to any challenge.

LIFE-LONG LEARNER

- Wizards are life-long learners, continuously reinventing themselves. They know that personal and professional growth are the keys to success.
- Wizards thrive on continuous improvement in technology, consulting, and relationships.
- Wizards do not fear the unknown. They project confidence, embrace change, learn just in time, create, and enlighten others.
- Wizards transfer knowledge through help and mentorship producing exponential benefits for others.
- Wizards know that knowledge is empowerment.

TRUSTED ADVISOR

- Wizards understand that our business is based on the transfer of trust. We own failures and share success.
- Wizards are experts who exude confidence. If they don't know the answer, they know where to find it.
 - Wizards actively listen and understand the customer's business challenges and definition of success.
- Wizards ask intelligent probing questions with at least three levels of "why".
- Wizards think two or three steps ahead of our customers so they can deliver value before the customer knows they need it.

LIVE THE WIZARD LIFE

- Wizards are engaged and passionate about what they do and are vested in success. Wizards celebrate greatness.
- Wizards treat everyone like family: Team members, customers, vendors, community, and partners.
- Wizards have a service mentality, when at work or in the community; it is a way of life.
- Wizards know that the customer is why we exist. Take care of the customer or someone else will. Customer service is not a department, it's an attitude.
- Wizards know that together we make up Bit-Wizards. We sink or swim based on the effort, dedication, pride, and professionalism of each person.

BE THE MAGIC

- The magic is everything that makes up our brand equity. From initial contact to customer support, our brand equity is our most valuable asset.
- Wizards know that first impressions are everything. It's the first impression that will open the door or close it.
- Wizards must wow our customers forever. The sum of all experiences with Bit-Wizards is what creates lasting magic.
- Wizards know that solutions are a balance: Time, money, and features combined with teamwork, dedication, hard work, and a little Wizard magic.
- Wizards are not just dedicated, they are committed to bringing our magic to everyone they encounter.