



# Core Values Speech

We prefer to call this a values observation instead of a values speech, as values are much better observed than recited.

What does the culture at Reading Horizons say about what we value? It says that we

- prioritize impact over profit;
- make people our priority, starting with our own team players; and
- tune in to the market and support our customers to help eradicate illiteracy as part of our DNA.

We do this work to improve ourselves and the world around us. We feel fulfilled as we work together and recognize each other's efforts to accomplish our mission. We believe in a higher purpose to life and in the dignity and worth of EVERY individual. We're committed to helping people everywhere become contributing members of society as they learn to read.

Our Values are focused on

1. Impact,
2. People First, and being a
3. Supportive Partner.

## We Are Impact Driven

- **We love people.**
- **We have faith in a higher purpose.**

Reading is our thing because we believe in the tremendous **impact** that literacy can make on individual lives and society.

We love and value people and the relationships that bring us so much joy and happiness. We empower educators to eradicate illiteracy because we believe that literacy is opportunity. Helping raise people up to become their best selves is at the heart of our purpose (internally and externally). Faith in a higher power, in humankind, or in our ability to make substantive change in literacy rates all qualify here. We recognize that our company has roots in faith and in doing great work to help the human family.

## We Put People First

- We respect everyone.
- We are inclusive.
- We value recognition.
- We seek fulfillment.

**People always come first** at Reading Horizons. We respect each other, and it shows in how we interact and engage with one another. We NEVER step on each other for the sake of a project, promotion, or pride. We keep our spears pointed at illiteracy, not each other, so that we don't jeopardize our relationships or impact. We include people of all walks of life and embrace them for who they are and their unique value and contributions. We recognize all that we can become as we lean into relationships with people with diverse perspectives and lived experience. We understand that none of us can do this alone. Our team players are incredibly valuable and deserve recognition. We strive to offer recognition regularly; doing so helps validate our efforts and breeds camaraderie and more meaningful relationships. We find tremendous fulfillment as we work together to eradicate illiteracy. The people we work with, the experiences we have together and the amazing impact we make all weave together to produce an environment that is fun, energetic, challenging, and fulfilling.

## We Show Up as a Supportive Partner

- We are trustworthy.
- We are tuned in.
- We seek improvement.
- We consistently deliver.

Our purpose and mission are accomplished through the diligent efforts of educators who crusade for literacy. We are absolutely committed to being the most **Supportive Partner** they have ever had as we walk shoulder to shoulder with them to deliver dramatic improvements to the literacy landscape in their schools. We merit their trust as we each work with integrity every day. We strive to always do what we say we will, beginning with small tasks and culminating with our commitment to helping teach their students to read. We are also 100 percent honest in all of our interactions. Being a company with character doesn't make us unique, but it does make this a place we all want to be. We seek to constantly improve ourselves and our products and offerings. We listen to our customers and seek to improve our products to meet evolving needs. Staying "tuned in" ensures we don't lose sight of the target and leads to satisfaction and ultimately to the fulfillment of our mission.

Our values help guide us as we interact with each other and our customers to get work done. Focusing on Impact, People, and being the most Supportive Partner brings us together to create balance and synergy across the company. So finally, who are we? A group of impact-oriented individuals motivated by the opportunity to make the world a better place for everyone in it. Driven by a mission to make literacy available to every individual because of our love for and belief in people. All people.