



Building the Strategic Management System Foundation

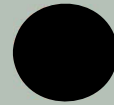
Core Values and Vision Statement



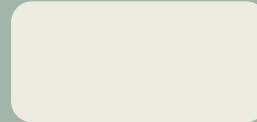
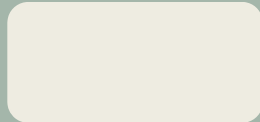
Farmers Branch Strategy Map

✓ Our mission at the City of Farmers Branch is to build a vibrant, dynamic community that consistently seeks to improve the quality of life for our residents.

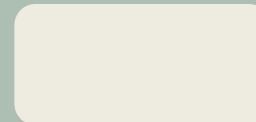
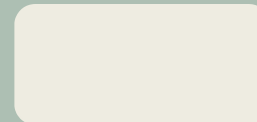
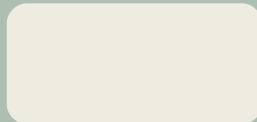
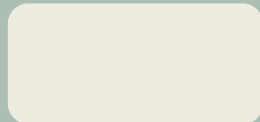
Our Focus Areas



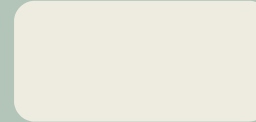
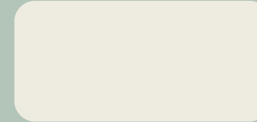
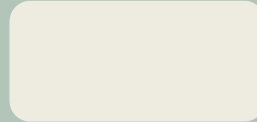
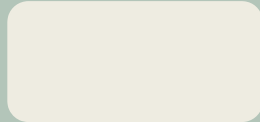
Serve our Customers



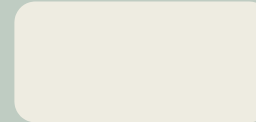
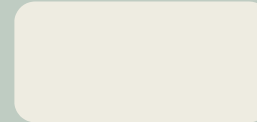
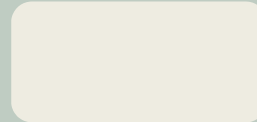
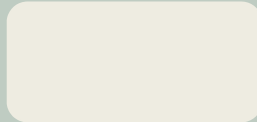
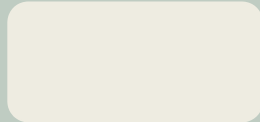
Manage the Business



Provide Financial Stewardship



Promote Learning and Growth



? Our vision is to be the model for the city of the future with safe and beautiful parks that interconnect thriving neighborhoods supported by a vibrant and diverse economy.

? RESPECT ● EXCELLENCE ● ACCOUNTABILITY ● CARE ● TRUST

CRITICAL BUSINESS OUTCOMES 2018

CBO1 -

CBO2 -

CBO3 -

CBO4 -

CBO5 -

CBO6 -

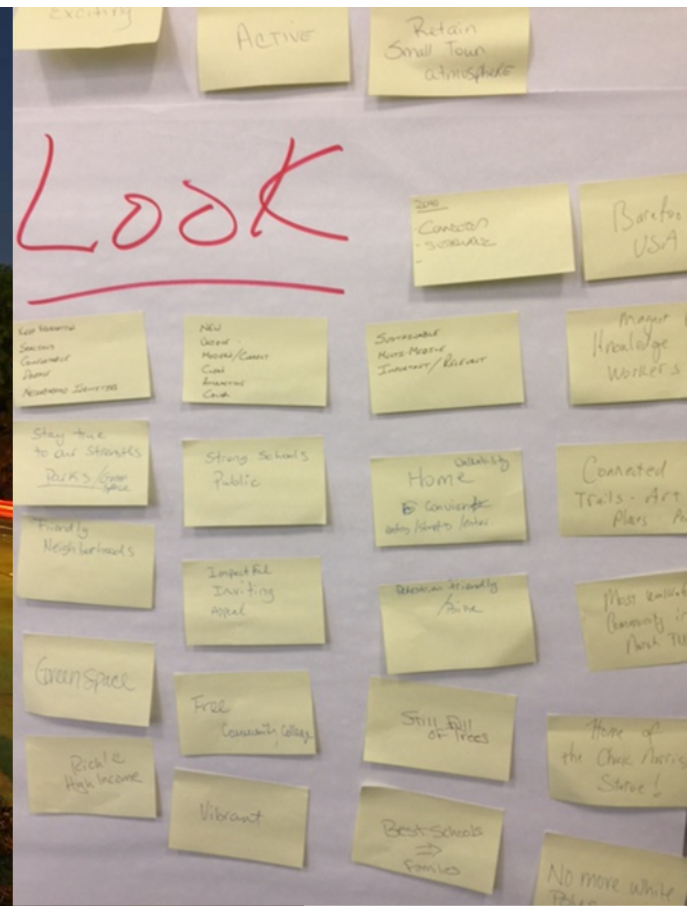
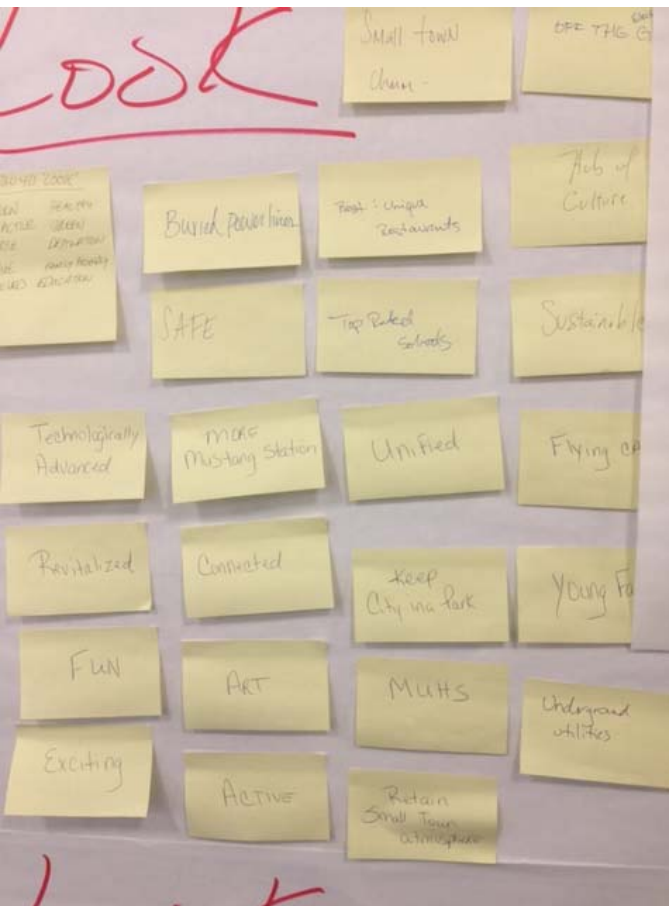


The Vision Statement

Is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.

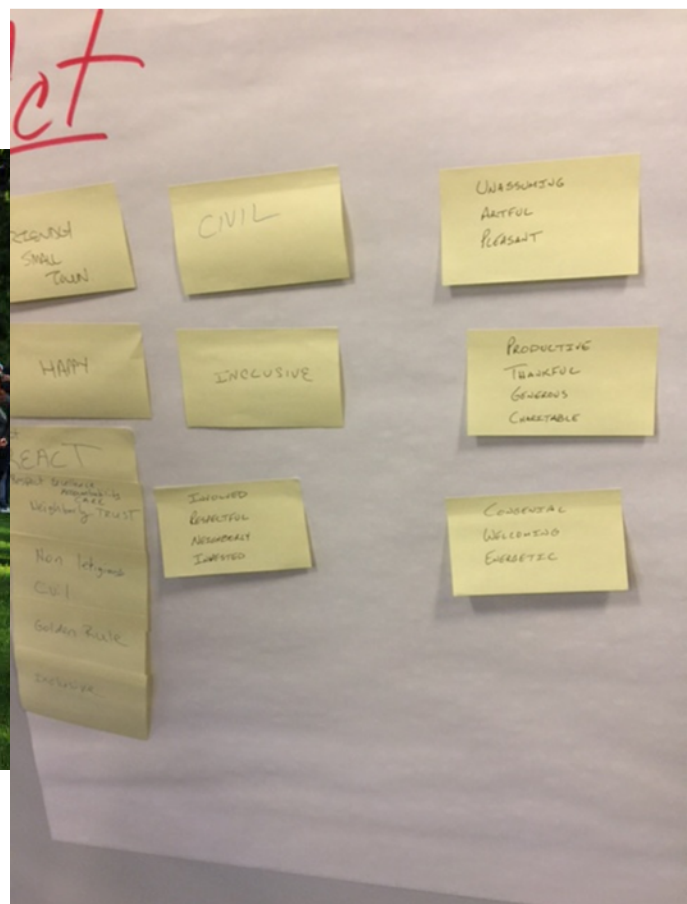
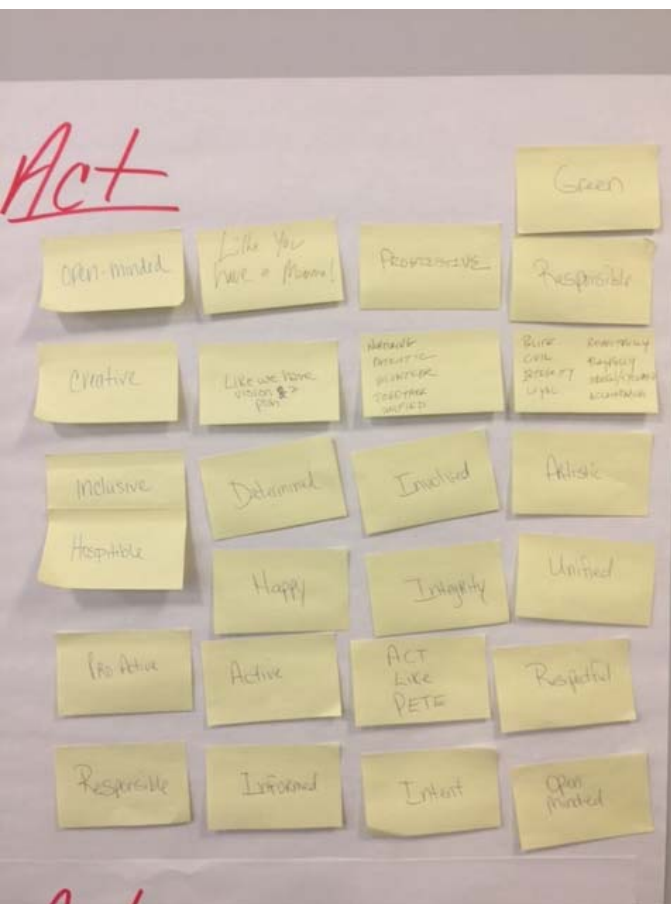
Look

4



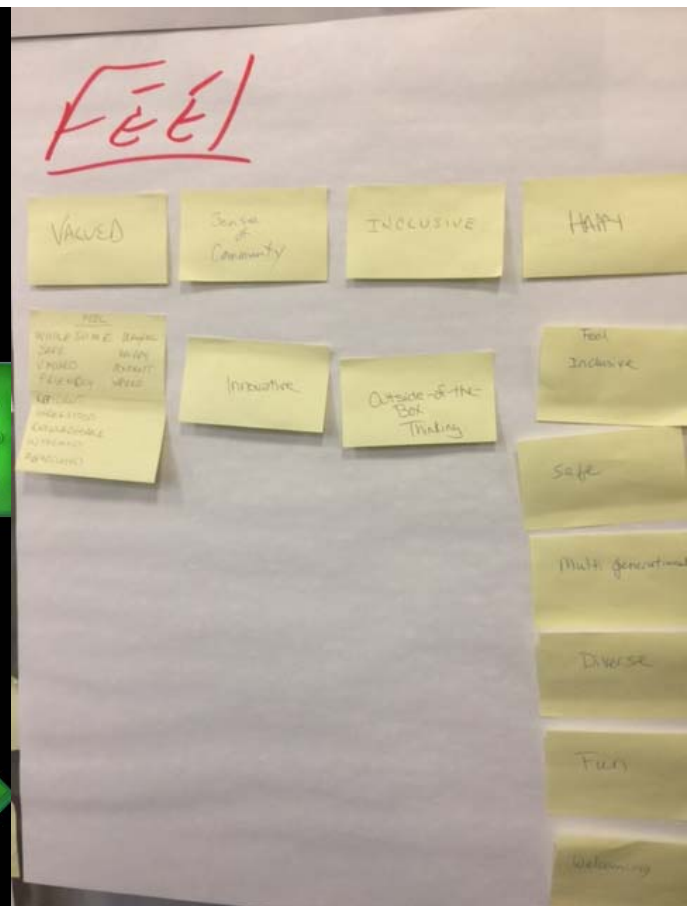
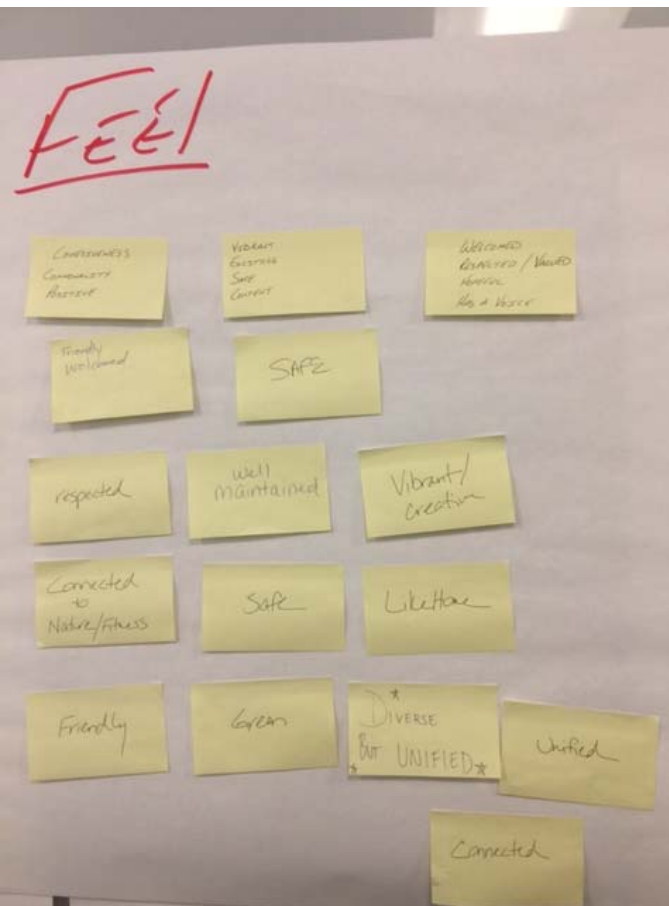
Act

5



Feel

6



Green
Safe
Respect
Connected
Inclusive
Town
Diverse
Valued
Happy
Home
Vibrant
Family
Art
Fun
Innovative
Integrity
Modern
Active
Civil
Loyal
Intent
Positive
Hopeful
Efficient
Understood
Appreciated
Cohesive
Convenient
Generous
Polite
Listen
Young
Enriched
Healthy
Small
Park
Open
Relevant
Appeal
Important
Strong
Fitness
Informed
Culture
Magnet
Content
New Nature
Exciting



VISION STATEMENT IDEAS

“To be the model for the city of the future with safe and beautiful parks that interconnect thriving neighborhoods supported by a vibrant and diverse economy.”

“To be a vibrant and diverse city with beautiful parks that interconnect safe and thriving neighborhoods”

Core Values

BranchLife

Core Values Defined

Core values are the deeply ingrained principles that guide all of a company's actions; they serve as its cultural cornerstones. Collins and Porras succinctly define core values as being inherent and sacrosanct; they can never be compromised, either for convenience or short-term economic gain. Core values often reflect the values of the company's founders—Hewlett-Packard's celebrated "HP Way" is an example. They are the source of a company's distinctiveness and must be maintained at all costs.



REACT: Our Core Values



ESPECT Value everyone's opinion and acknowledge their perspective



XCELLENCE Continually striving to be the very best



CCOUNTABILITY Taking ownership for what you do



ARE Displaying kindness and concern



RUST Being transparent, honest and truthful