

10 *Ponderful* **COMMANDMENTS** *for* **SMALL BUSINESS** **SUCCESS**

- 1. DISCOVER AN UNMET NEED**
- 2. FIND YOUR NICHE**
- 3. USE AVAILABLE TECHNOLOGY**
- 4. LEARN THE RULES AND
PLAY BY THEM**
- 5. SURROUND YOURSELF WITH
THE BEST BUSINESS PARTNERS**
- 6. HIRE PEOPLE SMARTER
THAN YOU**
- 7. ADAPT AND DIVERSIFY AS
THE MARKET DEMANDS**
- 8. DEVELOP A CULTURE OF
GIVING IN LINE WITH YOUR
CORPORATE VALUES**
- 9. CREATE AN ENJOYABLE
WORK ENVIRONMENT**
- 10. NEVER COMPROMISE
FAMILY LIFE**

PRESENTED BY:

SUZY KELLY, CEO OF JO-KELL, INC.

WWW.JOKELL.COM

JO KELL

CORPORATE VALUES

1. COMMUNITY

Our sense of commitment and belonging to our co-workers and to our community-at-large. It is our primary focus to contribute to those in need, those less fortunate, and those who risk their lives for our freedom and security.

2. COURAGE

Our determination to accomplish our vision in the face of adversity. It is important to continue to meet challenges head-on in order to strengthen and grow our organization.

3. COURTESY

Our relationships with those within the Jo-Kell organization and our customers, vendors and business partners are critical to our success. Showing respect, dignity, and consideration of others are qualities we value.

4. EXCELLENCE

Exceeding expectations in everything we do both internally and externally is a common practice in the Jo-Kell culture.

5. INTEGRITY

Delivering on promises, honesty in communications, and fairness in our business practices are actions which show our company's true character.

6. PASSION

Our enthusiasm for the work that we do, the products we offer, and the solutions we deliver create an environment with energy and excitement for the entire Jo-Kell team.

7. HUMOR

Our light-hearted spirit and positive expression reflected in all that we do.