

## Creative Rehabilitation Services Ltd.

### Company Philosophy

**Strategic Objective** – To grow as a company in support of our team - to allow us all to prosper professionally and personally

The golden rule that governs everything we do: **“Treat others as you want to be treated”**.

**Three Pillars** – The foundation of our company

1. **Culture** – How we treat our people and how our people treat each other.
2. **Service** – The foundations of great service, spelling out in practice what this is.
3. **Community** – Our broader purpose, how we make a bigger difference.

**Overall Goal** – To be the best rehabilitation company in Canada

The best company to work for but also the one that provides the most consistent and high-quality service.

## Culture

1. **We value work life balance:** At a fundamental level we all believe that work should fit around our lives. We want our work to be fulling and enjoyable but not a forced choice of priorities competing with family/friends, hobbies and interests.
2. **We all prosper from our success:** We all have an opportunity to own CTC and benefit from its growth. Our hard work will not only benefit ourselves but everyone who works for CTC.
3. **We make time for fun:** We enjoy our work and spending time with colleagues. We take the opportunity to make work enjoyable. Our offices will always feel casual and welcoming.
4. **We always make sure the job is done:** We hold ourselves and each other accountable for doing great work. Sometimes we will fall down but we will always own our mistakes and make amends.
5. **We will be inclusive:** We will welcome people from different ethnic backgrounds, sexual orientations, and genders.

## Service

1. **We listen to what is being asked of us:** We take time to listen and ask questions to understand what both our clients and payers want. We take time to clarify our understanding and then openly ask for and receive feedback. We put ourselves in the shoes of our clients and payers to understand what they really want.
2. **We always communicate openly and regularly:** We respond to calls and emails in a timely fashion. Even when we are busy we acknowledge receipt and provide an estimated timeframe for substantive response. When files are difficult or clients are unhappy we communicate **more**.
3. **Our work is finished on time and thoroughly:** We always aim to have our work finished in a timely fashion with all the information that is required. We take pride in doing more than is expected of us.
4. **We are all empowered to make things right:** When we know that action is needed to make something “right” we just do it. We worry about the money or the approval later. We use our judgement and consider the values of the company.

## Community

1. **We view CTC as a vehicle to making our communities better:** We identify and advocate around needs we see in the communities where we live. We use our skills and abilities to help make a difference.
2. **We live the change we want to see in the world:** We all help make sure CTC is living the principles and ideals we espouse.