



Maple Leaf Leadership Values

Do what's right

By acting with integrity, behaving responsibly, and treating people with respect

Deliver winning results

By expecting to win, owning personal and collective accountability to deliver; taking appropriate risks without fear of failure while challenging for constant improvement

Build collaborative teams

By attracting only the best people, serving, recognizing and rewarding their development and success; fostering a collaborative and open environment with the freedom to disagree but always making timely decisions and aligning behind them

Get things done in a fact based, disciplined way

By seizing the initiative with the highest level of urgency and energy; meeting all commitments responsively while being objective, analytical and using effective process

Learn and grow, inwardly and outwardly

By being introspective personally and organizationally, freely admitting mistakes or development needs; deeply understanding and connecting with consumers and stakeholders globally as a primary source of learning and growth

Dare to be transparent, passionate and humble

By having the self confidence and courage to be completely candid and direct; willing to communicate openly in a trusting manner; acting with passion, conviction and personal humility, especially when delivering winning results