

SDFCU Core Values

We seek to create a friendly environment staffed with enthusiastic personnel where our core values will be evident in everything that we do.

Respect

We will foster mutual respect by:

- Appreciating differences and unique needs of individuals.
- Showing concern for each other.
- Respecting the talents of staff and volunteers and trusting them to use their skills to benefit the membership.

Innovation

We will be open in our approach to service by:

- Recognizing the need for change and acting on it.
- Looking for creative solutions and being open to new ideas.
- Having the courage to take the initiative.

Integrity

We will be accountable to our members and each other by:

- Taking ownership of problems.
- Accepting responsibility for action taken.
- Following through with our promises.

Teamwork

We will build trusting relationships with members and each other by:

- Encouraging the free flow of information through honest communication.
- Creating a sense of community.
- Encouraging partnerships between departments and divisions.

Personal Development

We will be committed to the development of the staff and volunteers by:

- Taking advantage of opportunities to learn.
- Providing staff with the resources to do their jobs.
- Making training a priority for staff and volunteers to provide exceptional member service.