



Key Principle: Respect

Treat customers honestly and fairly and value customers' unique perspectives, expertise and contributions.

What PBS regional senior leaders say about **Respect**:

"Demonstrating respect and getting all our employees and contractors to achieve the highest level of trust with each other benefits taxpayers. It makes us partners -- true partners serving our customers."

"Be honest. Be fair."

What a federal customer says about **Respect**:

"I've worked with many GSA specialists. Each one treated me with respect. Each one treated me with respect – even when – I can imagine – it was not easy for them to do so. Obviously, their training came into play."

What valued service providers say about **Respect**:

"Caring starts at the top of any organization."

"You can teach people to care."

"When you create an environment of caring, you create an environment for success."



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