Leadership
1. Positivity – Believe in our success
2. Trust – Live by deeds, not words
3. Commitment – Sustain action for long-term results
4. Perseverance – Take another step each day

Excellence
1. Vision – Clearly define the future
2. Motivation – Give more than you expect to receive
3. Measure – Let results define our actions
4. Accountability – Deliver on our promise

Teamwork
1. Results – Achieve together or not at all
2. Responsibility – We’re all responsible for everything
3. Collaboration – Our corporate manifesto
4. Respect – Trust, honor and understand each other
1. Create better paying jobs
2. Leverage our transportation infrastructure
3. Streamline government
4. Strengthen our downtowns
5. Be leaders, not followers
6. Be a net exporter region
7. Enhance our image in Michigan and Canada
8. Align education with opportunity
9. Promote our shoreline assets and culture
10. Grow the next generation of businesses