

We are an organization of **people** with unmatched passion and integrity...



Building the future™

Who work safely and demand others do also

We...

- Believe nothing comes before the safety of our employees and the public.
- Make safety personal.
- Actively care and have a passion for people and their safety.
- Hold people accountable for safe acts and behaviors.
- Are observant of behaviors and reinforce the positive. We instantly correct unsafe behaviors and make a commitment that they will not happen again.



SAFETY

Who thrive in an environment of autonomy and accountability

We...

- Act as if our name is on the door and our reputation is at stake.
- Deliver results with impact and embrace accountability.
- Make good, quick decisions and have a bias to action.
- Have enormous energy and the ability to energize others.



OWNERSHIP

Who seek the best for CEMEX and not only themselves

We...

- Are deeply invested in each other's success above our own.
- Check our egos at the door at all times.
- Encourage vigorous debate without fear of reprisal.
- Unify behind decisions regardless of our parochial self-interest.
- Use the word "I" for failures and "we" for successes.
- Create a challenging, fun environment that fosters personal growth while achieving results.



TEAMWORK

Who build intimate customer relationships

We...

- Know the customer is the reason we are in business.
- Build relationships that are clearly superior to our competitors.
- Find creative ways to make our customers more successful.
- Ensure our organization is easy (and a pleasure) to do business with.
- Fix our inevitable mistakes to the customer's satisfaction – fast!



CUSTOMER CENTRIC

Who look for a better way every day

We...

- Have an insatiable curiosity to find a better way.
- Continuously challenge the status quo.
- Generate new ideas and, without ego, search inside and outside the organization for ideas that can be duplicated.
- Recognize those who copy and execute equally to those who generate the original idea.



INNOVATION

Who are exceptional communicators

We...

- Exhibit and expect candor in all situations - no matter what the situations are or who is present.
- Explain the "why" behind the "what".
- Are accessible and approachable.
- Are open to and invite honest criticism.
- Break down silos and create an organization with no boundaries.
- Proactively share and do not hoard information.



TRANSPARENCY