

# THE GREYSTONE CULTURE BOOK



GREYSTONE

Where People Matter

# CULTURE BY DESIGN

## CREATED BY EMPLOYEES FOR EMPLOYEES

The following standards and behaviors were created by your Greystone colleagues from across all our lines of business.

These champions were asked to capture the essence of our current culture that is so loved and dear to us all and to make enhancements where needed.

 INTEGRITY

 EXCELLENCE

 ENTREPRENEURIAL

 CARING

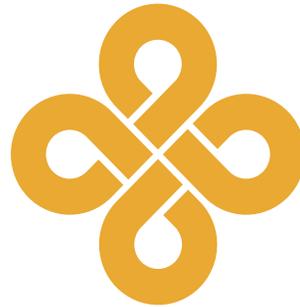
These words define the Greystone culture - the way we work together as a team and how we connect with our customers.

Our culture is our most valued asset – it is how we attract and retain the best talent, differentiate ourselves from the competition, and turn our customers into loyal promoters of our brand.

This book provides observable, coachable and measurable behaviors that we expect from all employees.



# INTEGRITY



## AS A GREYSTONITE, I PLEDGE TO

- Be trustworthy, honest and fair
- Honor my commitments
- Take ownership of my mistakes and turn them into learning opportunities
- Seek what is best for Greystone, rather than best for me
- Safeguard our brand and corporate reputation
- Share information openly and proactively
- Strive to address issues and conflicts directly with others when appropriate
- Be recognized as having integrity

**ex-cel-lence (noun)**

the quality or state of being outstanding and  
extraordinary

# EXCELLENCE



## AS A GREYSTONITE, I PLEDGE TO

- Commit to delivering the highest quality work product
- Present myself in a professional manner
- Be prompt, reliable and engaged
- Embrace responsibility, hold myself accountable and seek out new challenges
- Intentionally look for improvements and the realization of their implementation
- Be tenacious in achieving deliverables unmatched by the competition

en-tre-pre-neu-ri-al (adjective)

innovative/ground-breaking/unrelenting drive

# ENTREPRENEURIAL



AS A GREYSTONITE, I PLEDGE TO

- Be decisive
- Act like an owner and empower others to do the same
- Take measured risks and challenge the status quo
- Develop innovative and creative solutions
- Be egoless when searching for the best ideas and strive to embrace constructive feedback
- Listen and internalize stakeholder needs and turn challenges into opportunities
- Embrace elegance and simplicity

**caring (adjective)**

interested in or concerned about the well-being  
of others

# CARING



## AS A GREYSTONITE, I PLEDGE TO

- Encourage others by recognizing their good acts and strengths and by giving constructive feedback when appropriate
- Actively listen, keep an open mind and seek to understand
- Treat people with respect and kindness
- Mentor others, actively foster their development and lead by example
- Anticipate the needs of customers to build lasting relationships
- Strive to support my colleagues and positively impact people's lives

 INTEGRITY

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These standards define our culture and guide our strategy and aspirations.

We recruit, promote and retain talent that appreciates the importance and impact of Greystone's Culture to our growth and our continued success as a best in class company with extraordinary employees. Greystonites understand that our culture is the secret to our success.

## LIVING THE CULTURE

Recognizing your colleagues for doing things that fall in line with our culture is uplifting – not just for the person you're recognizing, but for you as well.

We encourage you to praise others when they embody Greystone's standards and behaviors. It is key to nurturing and sustaining a positive work atmosphere and achieving success.

An important component of the culture is our recognition program called Greystone Shout-Out. This online tool allows us to instantly recognize each other when the Greystone Culture is personified: peer-to-peer, manager-to-peer, peer-to-manager and across all job functions and roles. Greystone Shout-Out celebrates the importance of our culture on an ongoing basis.

You can access Greystone Shout-Out on myGreystone.

## WHERE PEOPLE MATTER

Simply put, our corporate culture is an extension of my family's beliefs and behaviors.

Like many of you, I was held to very high standards by my loving parents - of utmost importance: treating others with respect and dignity, lifting others and enhancing lives whenever the opportunity arose.

Unconditional caring (LOVE) was the core of our life - our existence as a family was to help those less fortunate, not just through our limited financial means, but through acts of kindness, caring and love.

I started Greystone not just to support my family but to surround myself with like-minded individuals who could create a vehicle to help our brothers and sisters in need.

Together, we learn and grow each day - challenging each other to strive for excellence - all while having fun and knowing that our efforts and successes will lead to even more kind deeds in the future.

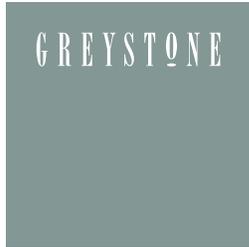
Our culture sets us apart: integrity, excellence, entrepreneurial and caring are the behaviors we uphold - those behaviors define who we are. We share a common purpose; we drive for results; we are loved.

People Matter – You Matter!

A handwritten signature in black ink, reading "Stephen Rosenberg". The signature is written in a cursive, flowing style.



You Matter



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