



ENTERPRISE SERVICES

The Ethos Handbook

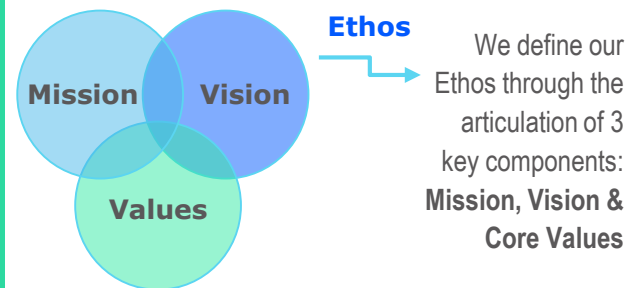
U.S. Department of Commerce Enterprise Services

WHO WE ARE.
HOW WE DO WORK.
WHY IT MATTERS.

We see Ethos as the core cultural foundation that defines the pulse of our organization and our people.

What We Mean By “ETHOS”

We’re talking about the mindset and fundamental values that differentiate the behaviors of our people, how we do work and how our customers perceive us. Our Ethos provides a common focal point to bring us together – it’s the foundation for our organization’s culture.



Why do we care about Ethos? It’s all about the people. We believe in creating a culture that makes you *want* to come to work every day; a culture that drives quality customer service on behalf of our Commerce colleagues.

Our Mission

To provide innovative, data-driven, and customer-centric services that enable our Commerce colleagues to dedicate themselves wholly to creating the conditions for economic growth and opportunity in America.

Our Vision

To establish the Department of Commerce as the most effective and responsive organization in the Federal government by providing the tools and services our Commerce colleagues need and deserve to exceed their mission objectives.

Our Core Values

Our Values are more than just words on a page. They are a code of conduct that guides how we interact and do work on a daily basis. Learn about the “Core 6” on the following pages.



Treat Customers as Family



We Value **Customer Focus**

We empower our employees to provide gold-standard customer service to the DOC Family so that, in turn, they are free to achieve their mission objectives.

How We Interact

- Smile! It goes a long way.
- Put yourself in the customer’s shoes. Be patient, understanding and responsive – spend more time focusing on the person as opposed to just the “policy.”
- Even though the focus for each of our organizations is different, we are all part of the DOC Family and treat each other as such.

How We Do Work

- Recognize colleagues for above-and-beyond customer service.
- Ask questions about the Department and the Bureaus – get to know the people you are serving.
- Solicit feedback and embrace criticism as an opportunity to improve. It helps us get better at serving the DOC Family.

Why It Matters

This is how we’re changing the game. Our entire model is built around making the customer experience better, so this value is always at the forefront of our day-to-day.

Pioneer the Way



We Value **Leadership**

We aren’t afraid to explore uncharted territory and take initiative to lead from the front. We stand up for each other, our principles, and our purpose.

How We Interact

- Make a conscious effort to motivate and support your colleagues.
- If you see someone living out our Core Values, recognize them and tell others about it.
- Keep in mind where we’re heading and what it takes to get there. Don’t be afraid to forge a new path in the process!

How We Do Work

- Lead by example. Be a role model!
- Know the “Core 6” inside and out. Find ways to consciously infuse them in your everyday work.
- Invest in leadership development across the organization, at all levels.
- Think of ambiguity as a chance to set the course for others to follow.

Why It Matters

Leadership is the linchpin to success. We are building something that has never before existed in the Federal government. Success hinges upon the ability to support each other today to shape what tomorrow looks like.

Want to learn more?

We would love to talk to you about our Ethos and answer any questions you might have.

Contact us at EnterpriseServices@doc.gov today!

ENTERPRISE SERVICES

Own the Work



We Value **Ownership**

We recognize outcomes over activities and work relentlessly as a team to find a quality solution that gets the job done – whatever it may take.

How We Interact

- We think of ourselves as the “13th Bureau”. We own an important piece of the Commerce mission!
- Hold yourself and others –peers, teams, and leaders alike – accountable for *outcomes*, not singular tasks in a process.
- Give a shout-out to a colleague who stepped up and “owned the work” with pride and purpose.

How We Do Work

- Follow through. We pride ourselves on seeing things through to completion and not letting the details slip through the cracks.
- Pitch in. We’re team players and help one another to get the job done to our customer’s satisfaction.
- Track key data to foster an analytics-driven culture of accountability.

Why It Matters

Follow-through makes for happy customers. This is the mindset that keeps things from slipping through the cracks; it’s the proof that keeps customers believing we will deliver what we promise. There is no such thing as “not my job”.

Be Open and Honest



We Value **Transparency**

We build trust by being up-front with our customers and ourselves. We’re open about how we deliver services and share information to hold ourselves accountable.

How We Interact

- Be “real” with colleagues and customers. Even if you can’t always give them the answer they want, they will appreciate your honesty.
- Encourage openness and honesty from customers – their feedback is valuable!
- Share information with each other. Discuss best practices and lessons learned with colleagues regularly. .

How We Do Work

- Give customers visibility into their requests so they never have to ask the “status” questions.
- Report out on how we’re doing. Our customers have a right to be informed about our performance!
- Proactively identify risks. Better to point out potential pitfalls now than be blind-sided by them later.

Why It Matters

It’s how we build trust and credibility with our customers. Our job is to work in partnership with the Bureaus – trust is a key component of maintaining a healthy, open relationship with them.

Never Stop Inventing



We Value **Innovation**

We push the envelope to generate ground-breaking ideas that support and empower the DOC Family by meeting their needs in new ways.

How We Interact

- Tap others to brainstorm new ways to solve today’s problems. The best answer may be the unexpected one!
- Create an environment where colleagues feel encouraged to share their thoughts and opinions.
- Set the expectation that it’s okay to fail sometimes – that is a normal part of the innovation process.

How We Do Work

- Think of feedback as the foundation for innovation – what solution can you invent to help fix a problem?
- Communicate the ways we are constantly improving across the organization to our customers.
- Sometimes we have to take risks. Celebrate when they pay off and learn from them when they don’t.

Why It Matters

Innovation drives excellence and repeat business. We never view our work as “finished” because we know we can always improve. This encourages feedback and keeps customers coming back.

Respect the Why



We Value **Social Impact**

We take personal pride in the call to public service and see our work as a chance to impact society for good. It’s the “why” behind our day-to-day.

How We Interact

- Consider the community around you. Get involved by donating your time and your talents.
- Share social impact stories from the Bureaus with your colleagues!
- Take some time to zoom out. Make the connection for your teams between your day-to-day work and the bigger picture.

How We Do Work

- Connect directly with the Bureaus – make an onsite visit to see how you are impacting mission employees.
- Tie key performance metrics to mission impact to understand the tangible results of your work. Keep in mind the underlying customer service mission of the ESO.
- Treat our Commerce colleagues as our partners in public service.

Why It Matters

We’re helping the Bureaus better America. Big picture, this is the reason we do what we do. Not every impact is immediate, but we know that our work really matters to society as a whole.