Respect, Evolve, Communication, Integrity, Passion, and Excellence are the six core values we embrace as the backbone of the “The Williams Way.” For any company to conduct business for over 100 years and stand the test of time, it does so with a common set of beliefs. At W.W.Williams we hold these guiding principles above all others in every interaction and decision we make. If we mindfully practice them on a daily basis, every customer, employee and shareholder will thank us for each new milestone we reach together.

RESPECT
Respect is a personal quality and the ability to practice common courtesies. Being committed to creating an environment where all people are treated with dignity brings out the full potential in each of us, and in turn, directly contributes to our overall success. When people respect us and value our approach to doing business, our opportunities become endless. Remember, respect is earned, not given.

EVOLVE
To Evolve is to gradually develop into something greater over time. To us it signifies a willingness to change, an inner-drive pursuing innovation, and the ambition to continuously move forward for the better. By changing nothing, nothing changes and by continuing to do what we’ve always done garnishes results that we’ve already achieved. Be willing to accept failure, but never accept not trying, for the fear of not trying is the mistake within itself. Continue to evolve, continue to change, and continue to innovate; they are key ingredients in achieving greatness.

COMMUNICATION
Communication simply put means keeping everyone on the same page. It is the sharing of thoughts, opinions, views, information, and news either by speech, or in writing. Communicating effectively takes forethought, the ability to listen, and the willingness to share information freely in order to foster consistency and growth. In communications with internal and external customers we need to be true to ourselves and be open to constructive feedback. When communicating efficiently we are armed with the information needed to make good decisions to achieve positive results.

INTEGRITY
Integrity to us means “Do the Right Thing!” It is the adherence to moral and ethical principles, which is easily recognized by others. In our industry, success depends on the trust and confidence we earn from our customers; therefore, we must embrace it to the infinite degree. We gain credibility when we keep our commitments and we gain credibility when we act with honesty. We are examined not just by what we do, but also by how we do it - so be fair, use good judgment, and as always “Do the Right Thing!”

PASSION
Passion is the compelling feeling and desire to do a quality job right the first time. Our customers notice and expect this enthusiasm each time they come to one of our locations. It is the willingness to take the extra step and over-deliver on our commitments. Take pride in your work, be passionate in what you do, and lead the way…”Whistle While you Work!”

EXCELLENCE
Excellence is the drive towards perfection. It is a mode of performance, a sense of accomplishment, and the determination to reach new levels of achievement by surpassing milestones. Excellence values people who constantly seek improvement, who keep promises, who make tough decisions, who meet strict deadlines, and people who raise the bar. Bottom line… results matter.

It’s that simple. Respect, Evolve, Communication, Integrity, Passion, and Excellence... “The Williams Way.” Just remember... it’s our R.E.C.I.P.E. for success. Know them, understand them, practice them, and own them. It’s imperative for the future success of the company.