

1. Honor Your Commitments

Follow through on promises, be punctual, and communicate early if plans change. Over-deliver.

2. Speak Straight

Communicate with respect and courage. Speak honestly, address issues directly, and provide timely feedback to support progress and team success.

3. Collaborate

Work together and share information freely. Debrief wins and losses to improve daily. Ask questions and seek better solutions.

4. Practice Blameless Problem Solving

Demonstrate a relentless focus on solutions. Avoid blame and finger-pointing, learn from every experience, and improve processes to prevent repeat mistakes.

5. Be Curious

Think critically. Question assumptions, stay curious, and dig deeper to find the best solutions.

6. Think Team First

Put the team first. Prioritize team success over ego, support others, and embrace collaboration-we win and lose together.

7. Be an Ambassador for Our Reputation

Take pride in SilverRock Ventures. Represent the brand well in all actions-our reputation is built over time and lost in an instant.

8. Give Up the Need to Be Right

Collaborate with curiosity. Prioritize understanding over ego, embrace diverse perspectives, and foster mutual respect for stronger team outcomes.

9. Pay Attention to the Details

Precision matters. Focus on accuracy, double-check your work, and get it right the first time. Speed is not an asset when we have to duplicate work.

10. Go the Extra Mile

Do whatever it takes-and a little more-to achieve excellence beyond expectations. Strive to over-deliver.

11. Accountability

Consistently evaluate your performance and the effectiveness of your team. Look for ways to improve and grow before problems occur.

12. Be Fanatic About Response Time

Respond promptly. Acknowledge inquiries quickly, provide updates, and take responsibility for follow-ups. Never assume others will respond for you.

13. Embrace Change

Embrace growth and change. Step outside your comfort zone, adapt, and welcome new possibilities for progress.

14. Show Meaningful Appreciation

Recognize and celebrate success. Focus on recognition over correction. Regularly show meaningful appreciation across the company.

15. BRING IT Every Day

Work with Passion and Purpose. Bring energy, focus, and urgency to every task, making the most of each day.

16. Keep Things Fun

Keep perspective. Strive for excellence but remember the bigger picture. Stay flexible, don't take things personally, and find time to laugh.

17. Get Clear on Expectations

Ensure clarity. Set clear expectations upfront, seek clarification when needed, and confirm action items, responsibilities, and deadlines.

18. Communicate to Be Understood

Communicate clearly. Tailor your message to your audience, use simple language, and confirm understanding when needed.

19. Listen to Understand

Listen with focus. Be present, minimize distractions, and stay curious—listen to understand, not to respond.

20. Be Vigilant About Safety

Prioritize safety. Know the risks of your role, stay aware of your surroundings, and never take shortcuts that compromise safety.

21. Be a Lifelong Learner

Pursue growth and share knowledge. Continuously learn, refine your skills, and mentor others to drive collective expertise.

22. Do the Right Thing, Always

Demonstrate an unwavering commitment to doing the right thing in every action you take and every decision you make, especially when no one's looking.

23. Exercise Fiscal Discipline

Treat company resources like your own. Spend thoughtfully, avoid waste, and make decisions that balance short-term needs with long-term success. Financial stewardship is everyone's responsibility.

24. Find a Way

Own the outcome! Focus on solutions, stay resourceful, and find ways to make things happen.

25. Make Quality Personal

Pursue excellence. Take pride in your work, reject complacency, and always strive for your best.

26. Strengthen the Team

Take responsibility to recruit, coach, guide, teach, and mentor others.

27. Inspire by Example

Model the behaviors you want to see in others. Inspire through action mentorship.

28. Assume Positive Intent

Believe others are acting in good faith. Set aside assumptions, avoid snap judgments, and approach situations with trust. Give the benefit of the doubt.

29. Humility

Encourage a culture where team members are open to learning from others, acknowledging mistakes and continuously seeking improvement.

30. Practice Human Connection

Value people personally. Recognize individuals beyond transactions with thoughtful gestures like notes, cards, and calls.

31. Check Ego at the Door

It's not about you. Don't let your ego or personal agenda get in the way of doing what's best for the team. Worrying about who gets credit or taking things personally is counterproductive. Make sure every decision is based solely on advancing company goals.



The SilverRock Way

At SilverRock, our goal is not to be good. It's to be extraordinary. Extraordinary performance comes from extraordinary people. And the foundation for extraordinary people is an extraordinary culture. The 31 Fundamentals that follow describe the behaviors that define our unique culture. They set us apart and establish our leadership in the field. Here is our list of 31 fundamentals: