

MANIFESTO



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THE WAY WE SEE IT

We have an obligation to raise the performance of our clients. By empowering people to work together, communicating and collaborating to achieve their full potential— we will contribute to the engine of economic growth, raising the bar in all we do.



WE CANNOT SIT BY

We cannot sit by and watch as firms attempt to implement new technologies, only to see their people become confused, exhausted and unsuccessful.

We cannot sit by and watch organizations struggle to align business needs with communication tools, knowing that they can achieve uncommon performance when their people truly leverage collaborative technology. **We cannot sit by.**

WE MUST ACT

We must share what we have learned. We must innovate in how we educate about the power of Unified Communications: real technology solving real problems. We must do this each day.

We must become part of the culture of our clients and partners, integrating our processes and knowledge into the way they work. We must work with them to solve their urgent problems and educate them at the same time. We must help them transform and shape their use of technology, creating truly collaborative environments in our wake. We must strive to change organizational DNA such that they become thriving engines of organizational performance. **We must act.**





WE REPRESENT THE POWER OF WEST'S FOCUSED INNOVATION

Delivering a new paradigm for communication and collaboration will demand nothing less than the best efforts from each of us at West.

HOW WE'LL SUCCEED TOGETHER

SOLVE & TEACH

"It is a lesson of experience that all people are more delighted and more moved by what they find out for themselves. Hence it will suffice just to point, as with the finger, to the vein in the mine, and let each dig for himself." – Sir Isaac Newton.

LEARN

We believe that learning is an action verb and that it can't be achieved passively; it is a continuous journey that is never-ending. Learning is struggling with problems long enough to hear their lessons, long enough to allow their conquering to change your ways, forever.

LEAD

We believe that leadership is not conveyed by hierarchical status but by manifesting a set of core values in life and work. True, authentic leadership creates leaders, not followers.

PURPOSE

Enabling businesses to thrive. We are making it easier for people to find, reach and collaborate with one another. One person at a time.

VALUES

We are men and women serving business needs: Self-aware, ingenious, with a belief in taking greater risk versus being fearful of risk. We seek to evoke great potential.

PRINCIPLES

We appreciate our own rich potential. We recognize weaknesses that block our potential. We articulate and live the values we stand for. We constantly innovate and adapt to embrace the changing world. We engage others with a positive attitude – and deeds. Transformation that does not transcend our own walls is not a transformation. We energize ourselves and others through our collective strengths.

PROMISE

"Enabling customers to thrive, through increased business efficiency, execution and agility." We stand at the forefront of those who are changing the way organizations leverage technology to win and achieve the highest levels of organizational potential.

WORDS TO LIVE BY

COURAGEOUS

We are leading the revolution to overthrow the existing paradigms – to throw off the antiquated perspectives that bind human and organization potential and to create a new conventional wisdom.

AUTHENTIC

We will always demonstrate in action the spirit of leadership bound by trust: ongoing mutual support, abiding respect for each other's talents, relentless pursuit of helping others succeed, and a willingness to be held accountable to these high standards. In doing so, we will realize our fullest collective potential.

OPEN

We are inventing the future, not safeguarding the past. Nothing we know or have learned will be hidden or withheld from those we serve.

ADAPTIVE

We measure results in our response to the opportunity at hand. We listen more than we speak, so that we may better hear the voices of intuition and ingenuity.

RELENTLESS

Through participation and practice, we (employees, partners and clients alike) will come to embody the skills that make each of us core components of a common purpose—the achievement of extraordinary results.

BUILDING COLLABORATION

Continuous improvement is a contact sport. We understand the pitfalls and benefits that come with the drive towards perfection. With that said, our embrace of innovation delivers true competitive advantage by enabling people to work together *better*, to be *understood*, and to proceed with common purpose.



STRIVE

We will strive to leave no person or business unaffected, and we will constantly seek out new ways to bring innovation to life.