



Core Values - the Lens of Life @ Right Fields

Value is one's worldview or attitude towards life. It is the lens through which one sees and understands the world one lives and interacts. Whether we see the glass half full or half empty, whether we operate from the standpoint of earning or entitlement, whether we have a victim or survivor mentality, whether we approach the business as employee or owner – these views are determined by the lens we use to view the world. In Rightfields, we cherish and practice FIVE core values as our primary attitudes:

Passion: In Rightfields, we are passionate about what we do. Passion influences the vigor and rigor with which we work and how far we are willing to go for the customer. They determine the quality and character of our interactions with all the stakeholders – colleagues, customers, vendors and partners. “We control the controllable and let our passion manage the uncontrollable”

Promise: Our focused vision gives us the clarity on our promise. “A Promise from Rightfields shall be kept, no matter.” Promise conveys clarity in commitment that translates in to results for the customer to benefit. A fulfilled promise brings the customer back again and we in Rightfields “promise only what we can deliver and deliver whatever we promise”

Profitability: Everyone in Rightfields believes that profitability is essential. It drives the company's growth and is directly linked to sharing and job security. Equally important, employees of Rightfields know that profitability is the key to shareholder returns which would create and sustain credibility in the industry. “No customer will grudge his vendor's profitability if it is backed by performance”.

Performance: Every act in Rightfields will resonate with performance – activities aimed at meeting promises and creating customer satisfaction. Promise and profitability will be myths if not backed by performance. Everyone on Rightfields will strive for performance as it is the last act in life – it always turns out to be the start of several happy consequences.

Pride: Pride is the essence of whatever we do in life. Any act on which one can feel proud is an act of excellence. In Rightfields, we feel proud of our abilities and engage only in those activities where we can derive pride. “We may not be the best but we will be proud of what we are”.

These core values in Rightfields lead to boundless energy, immense good will and a burning desire to succeed”. We call them the “Power of Five”