

# City of Coral Springs



## Our Mission

To be the nation's premier community in which to live, work, and raise a family.

## Our Core Values

### Customer Focus

- Demonstrate a passion for customer service.
- Care about employees, so they will be more likely to care about customers.
- Measure organizational and employee success based on customer satisfaction.
- Solicit and listen intently to customer requirements and expectations.
- Maximize the positive impact of customers' first impression and "moments of truth."
- Collect customer feedback continuously and use it to improve quality.
- Achieve customer satisfaction by assessing the specific needs and expectations of each individual customer.

### Empowered Employees

- Empower the people closest to the customer, working individually or in teams, to continuously improve the organization's quality and services.
- Commit the entire organization to achieving total customer satisfaction.
- Empower people to make decisions based on their experience, skill, training and capability, rather than their position.
- Share decision-making and allow people to take authority and responsibility for the organization's mission.
- Encourage use of individual judgement to do what needs to be done.
- Empower employees to contribute to customer satisfaction regardless of organizational level.

### Leadership

- Establish an inspiring vision that creates a government that works better and costs less.
- Create an atmosphere of innovation, risk-taking, and tolerance for mistakes.
- Recognize failure as the price paid for improvement.
- Lead by example, by involvement, and demonstrate commitment to quality, service and customers — "walk the talk."
- Create a system of guidelines, not rules.
- Remove "red tape" to achieve the organization's mission.
- Practice a "can do" attitude.
- Solicit and listen intently to employees' requirements and expectations.
- Recognize and reward quality and customer service initiatives.
- Recognize change is a given, not government as usual.

### Continuous Improvement

- Commit "every day, in every way, to getting better and better."
- Plan for quality.
- Make quality a never-ending effort.
- Have customers define quality.
- Let customer feedback drive quality improvements.
- Focus on process improvements to increase quality.
- Create a culture in which the right things are done the first time and every time.

## Our Strategic Priorities

Customer-Involved Government • Financial Health and Economic Development • Excellence in Education  
Neighborhood and Environmental Vitality • Youth Development and Family Values  
Strength in Diversity • Traffic, Mobility and Connectivity



City of Coral Springs, Florida

2004 Florida City of Excellence • 1997 and 2003 Governor's Sterling Award Winner • AAA Credit Rating on Wall Street

