



The Einstein Way

We exist to improve STEM education for tens of thousands of youth every year and to create an even larger impact on every single community we serve. We will accomplish this by following these intentional behaviors:

Behaviors that differentiate us from competitors and create success:

- We listen carefully to our stakeholder’s experiences, feedback & ideas in order to continuously improve
- We provide an open and honest setting that allows our stakeholders to collaborate
- We provide seamless interaction by providing speedy & easy solutions
- We are on the leading edge; we analyze, select and/or create programs & services which meet the needs of our customers.
- We “Einstein” each product, infusing them with the best of our stakeholders’ ideas to create state-of-the-art, easy-to-use resources.
- We use pricing models that are sustainable for us as well as affordable for our customers. We use creative methods (lease vs. buy, recycling, donations, volunteer labor support, etc.) to develop the right solution for our customers as well as to allow us to keep our quality standards high and our product offerings fresh.
- We do what we commit to, creating an environment of high trust.

The result is that we are education-focused, easy to work with, and are our customers’ first choice.

Behaviors related to our core values:

Respect	We proactively listen to others. We speak up so others know what we are thinking. We observe the Platinum Rule: treat others as they wish to be treated.
Dedication	We relate all activities and decisions to our Einstein mission and vision.
Innovation	We drive and embrace change with an open mind by consistently looking for better ways to accomplish our mission.
Collaboration	We share key information and work jointly to assure maximum effectiveness to achieve our mission and goals. We are inclusive of all “our” people – customers, employees, volunteers and community members’ voices are all heard.
Influence	We act and relate (with our attitudes, encouragement, and insights) so as to positively impact all those we come in contact with each day.
Fun	We bring a light-hearted approach to our work and relationships, which not only makes others want to be around us, but actually makes us all more productive.

Behaviors that allow us to have high-functioning teams:

- We follow Einstein processes because they are our current best approach.
 - Corollary: We seek continuous improvement; we share our ideas so they can be tested, and possibly incorporated.
- We give clear instructions and set expectations and deliverables.
 - Corollary: We ask questions to ensure we fully understand expectations and directions. It is the responsibility of all of us to ensure that communications are clear.
- We are all continuous learners. We are inquisitive and seek ways to be more impactful.
- We are committed to developing personally and professionally during our time with Einstein, and the organization is committed to help you reach your PD goals. Self-reflection, emotional intelligence, and a drive to learn are critical.

The result is a high-performing team of aligned, passionate people serving an important populace with impactful resources!

