

PRINCIPLES OF LAW PUBLICATIONS

“Principles are ways of successfully dealing with reality to get what you want out of life.” – **Raymond Dalio, founder of Bridgewater Associates**

LAW Publications, like all organizations, can be thought of as having two major parts: culture and people. Any great organization will have both great people and great culture, and the successful synthesis of those two parts is expressed in that organization's principles.

By enumerating and systematizing our principles, we address how we operate and make decisions. What follows is a summary of those principles. They are the source of the culture we have designed, describe the expectations we have in our people and our operations, and offer direction on who is and who is not a good fit for our team. As such, these principles are larger than any one individual on the team.

LAW Publications is a social impact engine with enormous potential. Realizing that potential requires two things: **Clarity** and **Cohesion**.

Clarity is an understanding of both where our destination is and what the framework is—our principles—by which we operate and make decisions. **Our ongoing destination—that is, our mission:**

We improve communities by offering resources that strengthen the bond between law enforcement agencies and the communities they serve.

Acting with clarity results in **Cohesion**—authentic synergy maximizing every individual's effort towards achieving our team objectives.

OUR PRINCIPLES FIT INTO FIVE CATEGORIES:



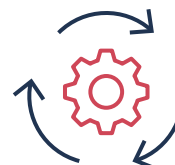
Ethics



Teamwork



Communication



Execution



Growth



ETHICS

“Ethics determine choices and actions and suggest difficult priorities.”

– John Berger, novelist

The character of an organization always becomes evident, for better or worse. We operate with the highest degree of honesty and integrity in all that we do—with each other, with our sponsors, and with our partners in law enforcement. No exceptions are tolerated and no excuses are accepted. We value operating ethically and with integrity by adhering to the following principles:

- **Make decisions as if they were on the front page of the newspaper**
- **Use the highest standard of right and wrong available**
- **Act with a mentality that decades of a strong reputation can be destroyed in minutes**

When we are adhering to our principles, our actions are not just compliant with a defined standard, they are a commitment to making the best decision available in the interest of our partners, internal and external.



TEAMWORK

“No one can whistle a symphony. It takes a whole orchestra to play it.”

— H.E. Luccock, prominent American minister and professor at Yale's Divinity School

Successful teams are able to function cohesively and, when necessary, collaboratively. Cooperation creates authentic synergy, and effective teamwork enables accomplishments that cannot be achieved individually. We value teamwork with the following principles:

- **Take responsibility for our energy, endeavoring to stay positive**
- **Pursue humility**
- **Internalize that we win and lose together**
- **Welcome individual excellence, not prima donnas**
- **Be a good teammate, even when the team is not present**
- **Contribute to a fun and extraordinarily productive environment**
- **Be mindful and respectful of others' time**

When we are adhering to our principles, we all share the same objectives as each other and the business at large.



COMMUNICATION

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.” – **Tony Robbins, motivational speaker**

We believe that communication is the foundation of relationships. Effective communication results in effective relationships, and effective relationships foster the fun and extraordinarily productive environment we have. We value communication that improves our relationships and our culture based on the following principles:

- **Communicate purposefully and clearly**
- **Communicate with authenticity**
- **Communicate candidly and respectfully**
- **Communicate constructively, not combatively**
- **Communicate to be understood, not heard**
- **Communicate with people, not about them**

When we are adhering to our principles, it results in a majority of communication reducing, rather than increasing, friction in accomplishing goals.



EXECUTION

“It is no use saying, ‘We are doing our best.’ You have got to succeed in doing what is necessary.” – **Winston Churchill, British prime minister during WWII**

In the absence of the ability to execute well, innovation and creativity are, at best, worthless. At the worst, they are a distraction and counterproductive. We understand that the ability to ideate, organize, and execute well is what separates good businesses from great businesses. In order to increase the impact we can have, we value execution with the following principles:

- **Recognize that deliberation and speed are not mutually exclusive**
- **Value output over input; motion is not the same as progress**
- **Prioritize our time; it is the only non-renewable resource**
- **Set the curve; B-level work is bad for the soul**
- **Treat discipline not as a luxury but as a necessity**
- **Pursue excellence in everything we do**

When we are adhering to our principles, we incorporate a company operating system that is consistent from end to end and capable of executing stated priorities effectively.



GROWTH

“Success leads to complacency. Complacency leads to failure. Only the paranoid survive.” – **Andy Grove, founder and CEO of Intel**

We understand that in order to thrive, it is our responsibility to respond to an endlessly changing world by constantly adapting. Adapting requires change, and change brings challenges, but we know we cannot grow, as a company or as individuals, without it. We value growth and development by adhering to the following principles:

- **Take responsibility for adapting to the fast pace of our environment**
- **Embrace change and constantly pursue improvement**
- **Be curious, which requires acknowledging there are things we do not know**
- **Seek solutions to root-level problems, not symptoms**
- **Be radically open-minded**
- **Understand that mistakes will be made; admit to and learn from them**
- **Appreciate the art of thoughtful disagreement**
- **Present problems constructively, and to the extent possible, offer solutions**

When we are adhering to our principles, the business and the people it comprises are better tomorrow than today.

