



# Strategic Master Plan 2014-19

October 2014

# Core Values

The Town of Cutler Bay is a customer focused government. Cutler Bay's Customers are our residents of all ages, tax payers, and everyone who does business, or visits our Town.

- We measure our success based on customer satisfaction.
- We value and seek customer feedback at every opportunity.
- We empower our employees to achieve customer satisfaction.
- We value, recognize and reward friendly, courteous customer service.
- **We believe in leading by example.**
- We strive to establish and maintain an inspiring vision.
- We focus on guidelines rather than rules.
- We believe in and value continuous improvement.
- We encourage our customers to define quality service.
- We believe that our plan for quality is a never ending effort.
- We focus on process improvement.
- We let customer feedback define quality improvements.
- **We have no substitute for honesty and ethical conduct.**