

GUIDING PRINCIPLES PODCAST – EPISODE 3

We Respect and Serve Everyone

Hello BNSF Logistics. I hope you had the opportunity to listen to our first two Guiding Principle podcasts. It's important to remember that our Guiding Principles are who we are at the core. They guide our behaviors and demonstrate how we lead, how we do business, and how we interact with others. What I love most about our Guiding Principles is that they don't just reflect how we should act in the workplace. Our principles also help guide us in life outside of work. This week, we're going to focus on our third Guiding Principle, 'We Respect and Serve Everyone.' Here are a few ways that respect and service are at the heart of who we are at BNSFL. First, we understand that respect starts with listening, understanding different perspectives, and caring about others' success. We listen from the heart, think empathetically, and help each other grow. To truly live this Guiding Principle, we welcome conversations and don't make assumptions. We rely on each other to find solutions and unite to **deliver what matters** to everyone we serve. At BNSF Logistics we value the differences that each of you brings to the table. Those differences allow for unique perspectives, which are important for us to continue to be an innovative company. As a team we should be our toughest critics, our biggest challengers, and our loudest supporters.

Secondly, we aspire and actively work to be transparent and forthright and we are committed to doing what's right for our customers, our carriers, and our vendors. We deeply admire our humanity as it inspires us to be real with one another and transparent in all that we do. This authenticity allows us to better understand each other's needs and makes work more meaningful. The recent collaborative endeavor for expediting PPE equipment to the USNS Comfort in New York City is one example of how we serve when it matters most.

Lastly, in order to operate with transparency, we need to trust each other. Trust is at the core of every relationship, personal and professional. The simple, often overlooked, fact is this: work gets done with and through people. There are few things as impactful on people and their performance as trust. We all need to focus on our track record of keeping commitments, collaborating in new ways, and learning new skills to close trust gaps with others. Building trust builds a better team and it's more fun to innovate and win with those that you trust and care about. I challenge each of you, especially during this time of uncertainty, to assume positive intent with the relationships that we have both in and outside of the workplace. We all make mistakes, so we shouldn't judge others mistakes differently than our own. There is power in assuming positive intent as it gives people the benefit of the doubt and gives us the chance to learn from any situation. Being positive and seeing the good in others is a more productive approach and it makes significant difference in how we foster relationships. At BNSF Logistics, we are committed to building a culture of respect, service, and encouragement. Respect is the way we treat each other and the way we treat those we serve. Respect fosters trust and enduring relationships with our customers, our peers, and in our communities. We live this Guiding Principle through the collaboration and interactions we have **delivering what matters** to all those we encounter. Thank you for taking the time to learn more about our Guiding Principle, 'We Respect and Serve Everyone.' I look forward to continuing the conversation around another Guiding Principle with you all next week.

[<< Back to About Us](#)