CCBC Code of Conduct

At Creature Comforts, our purpose is to foster human connection. This purpose compels us, as individuals and as a company, to cultivate a culture where all people feel welcome and where any person can thrive. This Code of Conduct is intended as a guide to support us in living out our values every day.

Crave Curiosity | A curious mind leads to better living.

We expect all Creatures to exhibit a genuine curiosity, not only about the products and processes by which we are surrounded but also about the people with whom they work every day.

What to expect	What is expected
Space will be made for all voices to be heard in decisions and deliberations.	You'll resist defensiveness and lean into learning if you offend someone or make a mistake
A space of welcome for questions and healthy challenge in the spirit of "make it better"	You'll commit to a process of self-education when confronted with a challenge, either professional or personal
Leaders who are engaged in ongoing professional development for themselves and their teams	You'll commit to the active pursuit of authentic relationships across lines of personal and professional difference
Managers who encourage inclusive teamwork and who invite participation in the shared act of problem-solving.	
Opportunities for, and content dedicated to, promoting personal and professional curiosity	

Definitions

Genuine Curiosity – A true desire to learn more about the people, places, and processes around us

Authentic Relationships – Connection with others built on our good intentions and the mutual vulnerability that comes with being our true selves

Extend Kindness | Start with trust. No gossip. Be constructive.

Recognizing that we are all on a perpetual journey of self-discovery and awareness, we commit to the practice of shared learning to become better and more aware humans.

What to expect	What is expected
Leadership committed to transparency to the maximum extent feasible	You'll commit to the practice of "calling up" instead of calling individuals out
Leaders throughout the company who trust and advocate for all Creatures	You'll start with the vertical communication of challenge before speaking critique horizontally
	You'll seek understanding and "start with trust" whenever there are information gaps to be filled
	You'll allow for the possibility that your intent won't always align with your impact

Definitions

Gossip – Discussion of unconfirmed details without a constructive goal in mind

"Calling Up" – An invitation to reach our true potential and learn from mistakes

"Go to the Source" (GiANT) – Giving someone a chance to respond to challenge and grow rather than going to others to complain or gossip

Intent Vs. Impact (online resource) – The gap between what we say or do and how it is received by others

Leave a Legacy | Set your successors up for success.

Because we desire to use business as a force for good, the responsibility of succession is serious to us. We intentionally contribute to our individual legacies to ensure that our collective impact is deep and lasting. In other words, we behave as we want to be remembered.

What to expect	What is expected
An environment where your whole self is welcomed and appreciated	You'll develop and document the tools and processes necessary for your successors to have success in your role
A commitment to the steady reduction of our environmental footprint	You'll respect the time and contributions of your colleagues by preparing for and fully participating in all work and meetings
A commitment to the ongoing pursuit of a diverse and equitable workplace	

Make it Better | Whether in your work or your community, make it better.

We believe that there is inherent worth, creativity, and ingenuity in each individual. As an expression of that belief, we commit to empowering all Creatures to bring their whole selves to work and to the improvement of our professional and geographic communities.

What to expect	What is expected
All ideas and concerns will be taken seriously, with proper attribution given where appropriate	You'll freely and constructively share your ideas and concerns, speaking them vertically, first, in pursuit of change
Your personal and professional development will be supported to the extent you pursue it	You'll bring "healthy challenge" along with support when identifying an issue you think worthy of correction
An environment that celebrates continual improvement, experimentation, and innovation	You'll search out efficiencies and innovation in pursuit of "industry respect" in your work
The grace and space to fail while daring boldly	You'll seek to become an engaged citizen of your professional and are encouraged to become engaged in your geographic communities

Definitions

Healthy Challenge – Bringing support and challenge while calling someone up to their potential

Citizenship – Being more than an inhabitant of our shared spaces but an engaged contributor

Industry Respect – The recognition and regard of our peers, vendors, suppliers and customers that we earn through the quality of the work we do and how we go about doing it"

Moderation Matters | In life, as in beer, being balanced is best.

Understanding that both our product and our pursuit of industry respect can lead to imbalance if not for intention, we prioritize moderation, balance, and wellness as essential features of our culture.

What to expect	What is expected
A professional and social environment free from pressure and example of overconsumption	You'll commit to the practice of self-care, taking advantage of available health and wellness benefits and opportunities to the best of your ability
A professional culture that prioritizes individual wellness and promotes work/life balance	
A safe, comfortable workplace, with space and time for breaks, rest and recovery	

Definitions
Balance – A state of peace that comes with an equal distribution of elements

Benefits Programming
- PTO Policy
- Book an EAP Appointment
- Smart Dollar
- GiANT

Be for People | Be inclusive. Advocate for equity. Extend respect.

We strive to create opportunities and cultivate a culture where any person can thrive. We advocate for equity and work to create safe, inclusive, and welcoming spaces. We affirm that all people have the right to live and work free of discrimination and harassment.

What to expect	What is expected
A workplace free of harassment, discrimination and retaliation.	You'll speak up if you see, hear, or experience something that either detracts, or has the potential to detract, from another Creature's comfort or safety
All allegations of discrimination and harassment will be taken seriously and properly investigated	You'll commit to the active pursuit of authentic relationships across lines of personal and professional difference
Diversity of perspective will intentionally and actively be sought whenever appropriate	You'll educate yourself, extend respect, and avoid stereotyping
Regular, ongoing training in the prevention of harassment, discrimination, and retaliation.	You'll commit to the practice of "calling up" instead of calling individuals out[#]
Inclusion and consideration of all interests and abilities in the design of work, workspace, and experiences	

Definitions
Equity – Fair and just treatment that goes beyond equality by allocating the appropriate support to individuals based on their needs.

#notme

Safety Improvement Report