

Trust.

**And why
it matters.**

“In order to continue to succeed, we must understand that we are in the business of being trusted to protect the integrity of people’s most valuable possession—their information.

We have no choice.

Yes, as a company we sell products and services, but people do not come to us for those things alone.

They are looking for the peace of mind they get from having people they trust help them think ahead to protect the security and availability of their information in ways they can’t—ensuring its integrity.

People think they have a right to trust their information. And they have that right. But today they can't. They need the assurance of someone they trust to make their information secure and available.

This trust is particularly fragile, difficult to gain, and easy to lose. It must be built quietly over time, and earned every day.

Although as a company we have four core values—we are trust-driven, customer-driven, innovation-driven, and action-driven—they all are built on trust. In order to trust the integrity of their information, our customers must have a fundamental trust in our people, our products, and our processes.

I believe that making this fundamental trust clear will make us a better, stronger, more reliable company.

It will be hard work to make this happen, but it matters, and I believe our success depends on it.”

—John W. Thompson

**To earn
trust,
our values
must
drive our
behaviors.**

We are trust-driven

Because trust drives Symantec:

We strive to be direct, truthful, and honest in order to earn trust.

We ask hard questions, listen to feedback, and work hard to do the right thing.

We take responsibility for our actions and inactions.

We embrace diversity, appreciate each person's unique contributions, and view one another's differences as strengths from which we can learn.

We are cooperative. We encourage courage. We discourage politics.

We are customer-driven

Because customers drive Symantec:

We set our priorities straight: Customers come first.

We ask "What can I do for you?" then deliver beyond expectations.

We make it easy for customers to do business with us.

We build Symantec around our customers, not our products.

We form partnerships—inside and outside of Symantec—to meet our customers' needs, and to break down internal barriers.

We behave globally and anticipate the worldwide opportunities, implications, and effects of our decisions.

We are innovation-driven

Because innovation drives Symantec:

We lead in ways that inspire others.

We value and exercise creativity and innovation, and encourage others to do the same.

We understand our clients' needs, see what's missing, and combine our ideas with what's already there to fill the void.

We anticipate and adapt.

We challenge the status quo.

We attract, train, and retain innovative people so we can innovate more comprehensive services, products, and processes.

We are action-driven

Because action drives Symantec:

We act on what's best for Symantec before what's best for ourselves.

We deliver above expectations without being told.

We place a high value on setting and achieving goals.

We make smart plans and prepare alternatives, when needed, in a timely manner.

We are optimistic, agile, quick, and enthusiastic.

We maintain a focus on the activity at hand without losing sight of the big picture.

We get more done today for our company to be more valuable tomorrow.

Translation:

**We tell
the truth.**

**We
keep our
promises.**

**We treat
people the
way they
want to be
treated.**

**Why
earning
trust
matters
to us.**

We want to be known as the people who think ahead—in order to ensure that information is secure.

No matter what the threat.

And that it is available when it is needed.

No matter what happens.

When we ensure that information is secure and available, we're ensuring its integrity.

Which means that we're in the information integrity business.

And when we deliver that, we also deliver confidence and peace of mind.

Which earns the appreciation—and the trust—of our clients.

Which really means we are in the business of being trusted.

**What will
you do to
earn trust
today?**

