

Core Value “We Believe Statements”

Conservation and Education:

1. We believe long term conservation only comes with education and behavior change, but focused breeding programs and the humane care of wild animals are vital to preventing a species from becoming extinct while bridging that gap.
2. We believe our animals have the important job of helping people develop passion for the natural world and we must honor their stay with us by providing first-class experiences.
3. We believe our animals deserve the best home we can provide. We will not stop until every exhibit is built in such a way as to maximize the impact each animal has on our guests and their attitude toward the environment.
4. We believe people want to make a positive difference in the world, and we will do our best to equip them with the tools and information they need to do so; telling the truth the best we know it.
5. We believe people are the key to the future of wildlife and wild places. Engaging their hearts and minds with experiences is essential to the success of our conservation education messages. EVERY experience from gate to gate is crucial to our success.

Community:

1. We believe animals and their homes make the world and people better. We believe they are crucial to the health and happiness of our community and the Zoo is uniquely positioned to be a catalyst for a green, healthy, and vibrant community where people care for each other and the environment.
2. We believe in the value of families spending time together.
3. We believe in the power of an individual to effect change by connecting others with a compelling idea.
4. We believe the natural world is intrinsically entertaining and we provide a window into the natural world.
5. We believe we can foster a community that looks beyond itself and embraces things like philanthropy, the common good, and other ideas we believe are self-evident if people share a common vision for what the community should be.
6. We believe because we cannot and should not agree on everything we should focus on and work extra hard on the things we can agree on.

Culture:

1. We believe by sharing our passion for wildlife and wild places, our enthusiasm will be contagious.
2. We believe in a positive workplace and will diligently work to preserve it by not participating in negative talk and by actively stopping it.
3. We believe work should not be “just a job”, nor is it a right, but instead a responsibility an employee has toward the organization and its mission.
4. We believe we can make the world a better place, and the work we do and the way we treat people matters.
5. We believe we can create a feeling of family by treating each guest, Zoo family member, and donor with respect, as if they personally possess a key to our desired future and we can unlock their potential.

6. We believe each Zoo family member should be a high functioning team member and should participate by being an active not passive follower.
7. We will do whatever it takes to get the job done and work as a team.
8. We believe when we do things without ego, we can accomplish anything if we don't care who gets the credit. We will put what is best for the Zoo first and our personal preferences second.
9. We believe great employees, innovation, and accountability at all levels are crucial to our success.
10. We believe in a workplace where we live the behaviors we wish to see, creating our own reality one small decision at a time.
11. We believe good communication is one key to success. We believe talking is not communicating. True communication is an authentic exchange when one person says something in a way that is understandable and is received with the same intent that it was delivered.

Business:

1. We believe because we are financially smart, stable, and disciplined, we can focus on the heart of our mission.
2. We believe we can operate effectively without tax support by continually looking for new and diversified revenue streams, cultivating lifelong relationships with supporters, and making every dollar work like two.
3. We believe safety is achieved by minimizing risk at every opportunity, but are not focused on creating a zero risk environment. This balance between risk and safety will be applied to all parts of our business: workplace safety, staffing decisions, finances, exhibit design, investments, etc.
4. We believe in holding ourselves to standards that put us above reproach.
5. We will always look to solve problems and meet opportunities with our strengths, size, skills, and unique qualities in mind.
6. We believe in conservatively budgeting income and aggressively controlling expenses.
7. We believe the best way to solve complex issues is by using our expertise, experience and intuition supported, when possible, by good data.

Standards for Success at Cheyenne Mountain Zoo

1. We value professionalism and the search for excellence. When we keep our word, show up on time, prepare, improve, present ourselves as Zoo Crisp, speak with passion, seek the best answers without ego, do whatever it takes and EARN our job everyday; we are professional.
2. We value the ability to recognize it is not all about you. We make decisions with the best interest of the Zoo: our mission, our people, and our collection at heart. The ability to have open dialog about the best possible solution is a goal worth stretching for.
3. We value the ability to bring energy, passion, and joy to the workplace. We believe that we have the right to work in a positive and supportive work environment. The ability to protect your team members by stopping negative discussions, gossip and proactively confronting behaviors that are unethical, immoral, illegal or otherwise detract from the team's credibility is critical.
4. We value the team above individual achievement. You can never be strong enough as an individual person or department to overcome the synergy created by the team. Understanding this, exceptional team members are the building block of a great team and each person must make individual contributions to the team.
5. When hiring employees we value honesty, humility and cultural fit first and skill second. We strongly believe skills can be taught but character is hard to find and hard to develop.
6. We value balance. We believe you have an obligation to yourself and the Zoo to strive for a balanced life no matter how elusive this can be.
7. We value the idea of Community and will work to create an example of community within the Zoo and in the greater Colorado Springs area.
8. We value conservation in action and your personal journey to apply this concept to your own life.
9. We value laughter as good medicine.
10. We value someone who works as if nobody owes them anything.
11. We value those who raise their hand when volunteers or leaders are needed.
12. We value the ability to closely monitor department budgets at all times and completing department goals within the parameters set by both the expenses and revenue lines of your budget.
13. We value employees who rigorously debate an issue during the decision making process, but unite behind a decision once it is made. Negative after talk and second-guessing only pulls energy from the team and is unacceptable. If you cannot, in good conscience, live with this decision, your only choice is to discuss this in person with your supervisor and then the President, not other staff.
14. We value the ability to continuously take constructive feedback and apply it to your work habits and skill set. Mistakes are expected if a person is working hard and pushing the growth of their person and the profession. Continually making mistakes of the same type should not be acceptable to you and those around you.
15. Make a plan. Be able to communicate your plan. Work your plan until you are convinced it will not work. Do not drop it at the first sign of trouble but be flexible if you are not achieving your desired results.