

Principle-Centered Winning



You may have seen the phrase “Principle-Centered Winning” on our logo. You have heard us talk about it before. Consider how we will apply these important concepts to what we do for our clients.

Definition of Principle-Centered Winning

Principle-Centered Winning (PCW) is a different way of thinking, conducting business, and creating value for our clients. PCW is focused on winning—but winning the right way, not just any way. PCW is a code of conduct, a set of ethical principles and rules.

PCW is based on service, sacrifice where necessary, and always acting in the paramount interests of our clients. PCW is a challenge to conventional business wisdom.

If we focus solely on profit and exclusively on what is in our best interests—we will lose our ethical compass. However, if we focus on our clients, and what is good for them, then business will come to us. We will reap what we sow, We will not only endure, we will prosper.

Make Our Goal, Your Goal, Too

If you ask why I started KSI, here is my answer: I want to introduce PCW to the Federal Government contracts market sector. I want KSI to become the leading advocate, practitioner and example of PCW in the market place today. I want to reinvent how business strategies are developed and proposals are prepared.

Put another way, we want to help our clients win the right work, at the right time, in the right way, and achieve the right, winning results.

Some Tenets Of Principle-Centered Winning

- Client-focused, not internally focused. To succeed, we will put the interests of our clients first, then think of KSI's interests.
- Service to, and sacrifice for, our clients. Not profit. Profit and prosperity will automatically flow if we keep this in mind.
- It is not about ME, YOU, or our company. It is about our clients.
- No matter the activity, our mission is to serve the client...and each other.
- Not one of us is at KSI by accident. We have a higher purpose.
- We will engage in no transaction (deal, project, or proposal) which does not benefit all who participate in it.
- Think of PCW as a way of giving back for all the good that has happened in your life.

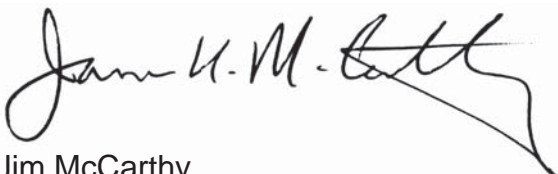
How Principle-Centered Winning Applies To You

In each business setting we find ourselves, our objective and vision for PCW is to—

- Stand for something good and important
- Be bold
- Be different from our competitors
- Meet a compelling need and a higher purpose
- Add value to our client in everything we do and every deliverable we touch
- Stretch ourselves and others in pursuit of important objectives
- Insist on team work and cooperation
- Model an extraordinary commitment
- Exceed our client's expectations by going the extra mile
- Be a good steward of the assets of our clients
- Hold ourselves accountable and meet our commitments
- Apply these principles always—especially when it is not convenient or easy

**Join us. Please think about these concepts.
Add to them. Incorporate them. Live them. Pass them on.**

Regards,



Jim McCarthy
CEO