

Vision:

At Ferro, our vision is to enhance life through superior materials performance.

This simple but powerful statement describes our ideal future – what we want to become. Our vision unites our global organization around a common goal and inspires us to achieve it.

Mission:

Our mission is to create a high-value, environmentally sensitive performance materials company that enhances life by serving markets aligned with global mega-trends.

Our mission provides focus and direction for how we will achieve our vision. It describes our purpose as a company – what we do, who we do it for, and how and why we do it.

Values & Behaviors:

Our values define Ferro's business culture and express what we believe in as a company. Related behaviors state what we require of ourselves and what we expect from our colleagues.

Ferro's values must be brought to life in employees' daily behaviors if we are to win as an organization and achieve our mission and vision.

Core Values	Expected Behaviors
Trust is the foundation for our future.	Build and maintain trust <ul style="list-style-type: none"> Act to the highest standard of legal and ethical conduct Foster open, honest and effective communication Treat others with dignity, respect and fairness Meet or exceed expectations of others Be socially and environmentally responsible Value and encourage diversity; understand cultural differences
Delivering on our commitments is essential to our credibility.	Focus on results <ul style="list-style-type: none"> Translate business requirements into action plans Take ownership; act with accountability, decisiveness and velocity Understand Ferro's business, strategies and goals Deliver on fiscal, functional and/or operational goals and commitments Think globally and act locally Identify parameters to evaluate results
Customer-centric thinking is the path to growth and success.	Align priorities and activities with internal and external customers <ul style="list-style-type: none"> Understand why customers do business with us and what they value Listen to customers' concerns and respond promptly and effectively Anticipate customers' needs and plan accordingly Understand our competition and industry trends Exhibit and encourage innovation and creativity Understand functional requirements necessary to support customers
Continuous improvement sustains operational excellence.	Foster a continuous improvement mentality <ul style="list-style-type: none"> Design and implement systems to support continuous improvement Measure, track progress and make adjustments as required Champion positive change; demonstrate flexibility and adaptability to change Take prudent risks and suggest initiatives to improve processes Constructively challenge the status quo Effectively integrate actions and processes with other functions
A winning attitude will accelerate our success.	Actively engage — every day <ul style="list-style-type: none"> Bring contagious energy and enthusiasm to the workplace Listen to others' concerns and aspirations and respond promptly and effectively Remove barriers to success and assist others in problem solving Respect and incorporate other people's ideas Encourage teamwork; coach and help to develop others Recognize others' contributions to results

Leadership Foundation:

Our leadership foundation outlines the expectations we have of our leaders.

Our values and behaviors, together with the Leadership Foundation, guide managers in leading their teams' success and in shaping Ferro's winning future.

Defines business strategy.	Creates a vision for the future, defines clear goals and a road map to achieve business objectives
Adapts business priorities to changing business environment.	Monitors the business environment and makes needed corrections to ensure results are achieved as expected
Leads by example.	Understands the impact of his/her actions and decisions on the organization, acts accordingly with Ferro's values and expected behaviors
Builds organizational capabilities.	Creatively manages resources and builds organizational strength and flexibility in people, technology and processes; dedicates time to coach and develop people, ensuring the necessary talent
Promotes positive change and innovation.	Anticipates and addresses customers' and employees' needs; seeks and encourages new ways to improve business results