



# Northrim Bank

## MISSION

### TO BE ALASKA'S MOST TRUSTED FINANCIAL INSTITUTION

*We are committed to adding value for our customers, communities, and shareholders.*

## VISION

### TO BE ALASKA'S PREMIER BANK AND EMPLOYER OF CHOICE

*We will be a leader in financial expertise, products and services, focused on continuous improvement and market growth.*

## VALUES

### PROUD TO BE ALASKAN

*We are Alaskan managed. We embody Alaska's frontier spirit and values, and strongly support our communities.*

### SUPERIOR CUSTOMER FIRST SERVICE

*We have a sincere appreciation for our customers. We want to build lasting customer relationships through professional, prompt, and caring service.*

### GROWTH

*We look for growth opportunities for our customers, our institution and our employees. We strive to be better, personally and professionally.*

### INTEGRITY

*We are trustworthy, reliable, and ethical, and provide our customers with secure, confidential services. We do what is right.*

## WE ARE

### ENGAGED

*We achieve more because we are dynamic, proactive, and innovative.*

### ACCOUNTABLE

*We take personal responsibility. We do what we say we will do.*

### ALIGNED

*We value alignment within teams and across departments. Together we are stronger.*

## DAILY FOCUS

### BE AN EXTRAORDINARY ENGAGED, DYNAMIC EXPERT

*With every customer, in every department, with every transaction:*

- + *Be engaged with your customers and community*
- + *Be cheerful and responsive with requests*
- + *Be concerned and caring*
- + *Be innovative in problem solving*
- + *Be collaborative within teams and across departments*
- + *Be efficient, effective and skillful in your delivery*
- + *Be a professional, knowledgeable, informed expert*

