

# The Levers

# Lever 1

**CONSTRUCTIVE**

Challenge Me

**CHALLENGE**

**us channel**

- Be firm
- Be objective
- Be courageous
- Be eager to improve
- Be open to criticism

# Lever 2

**RESPONSIBILITY**  
**OWNERSHIP**

**RESPONSIBILITY**

**OWNERSHIP**

**us channel**

- Be dependable
- Be accountable
- Be self motivated
- Be ready to empower
- Be committed to quality

# Lever 3

The graphic is set against a purple background. On the left, the word 'TEAMWORK' is written vertically in large, white, 3D-style letters. At the top center, the text 'AMP SANMAR' is displayed in white. Below this, a photograph shows a group of people performing a human pyramid in a gymnasium, with a purple bucket hanging from the ceiling. The phrase 'One people, one goal' is written in white next to the photo. On the right side, a curved purple bar contains five white circular icons, each followed by a white text label: 'Be cheerful', 'Be passionate', 'Be cooperative', 'Be appreciative', and 'Be company focused'. In the top right corner, the 'us channel' logo is shown in a colorful, stylized font. In the bottom right corner, there is a cartoon mascot character that looks like a blue and white battery with a smiling face and arms.

# Lever 4

**WALK  
THE  
TALK**

**Not Just Lip Service**

**us channel!**

- Be professional
- Be an inspiration
- Be action oriented
- Be a leader by example
- Be a practitioner not a preacher

The image is a motivational poster with a green background. On the left, the words 'WALK THE TALK' are written vertically in large, white, bold letters. In the center, a man in a white dhoti is carrying a large, realistic-looking pink lip on his back. Below him, the text 'Not Just Lip Service' is written in white. On the right side, there is a list of five principles, each preceded by a red circular icon. At the top right, the 'us channel!' logo is displayed in blue and white. At the bottom right, there is a cartoon character of a blue and orange person with a headband.

# Lever 5



TRUSTS



Keep the faith



UIS  
channel!

- Be liberal with information
- Be open minded
- Be straightforward
- Be transparent
- Be true to promise



# Lever dangles 1 & 2



# Lever dangles 3& 4





# Lever dangles 5 & 6



# Triangular dangler

