

HEART Principles

- **Communication is at the heart of all we do.** We are engaged in the moment, giving each child, parent, coworker, or client our full attention.
- **We give explanations, not orders.** As we lead and inspire, we use every opportunity to teach, not just tell.
- **We value input from our coworkers.** We are interested in and respect the opinions of those with whom we work — we want to know what others think.
- **Our clients and families of children in our care count on us.** We listen to their needs and concerns and then respond with a sense of urgency.
- **“Quality” is a description we earn and maintain every day by attending carefully to the small tasks.** Quality carries through to how we perform, how we present ourselves, how we maintain our facilities, and how we rally together as a team to respond to new challenges.

- **We celebrate and encourage the diversity of adults in our community in the same way we cherish and respect the individuality of the children in our care.** We strengthen our organization by embracing diversity and never allowing acts of non-acceptance.
- **We create an atmosphere of honesty and trust by openly communicating with one another.** We resolve our conflicts within the Bright Horizons family. When we are upset with an individual we do not complain to others; we have the courage to speak to the subject of our concern.
- **We are accountable for our actions.** We admit and learn from our mistakes; we do not dwell on them.



THE BRIGHT HORIZONS MISSION IS TO PROVIDE INNOVATIVE PROGRAMS THAT HELP CHILDREN, FAMILIES, AND EMPLOYERS WORK TOGETHER TO BE THEIR VERY BEST. EACH ONE OF US HAS AN IMPORTANT ROLE TO PLAY IN FULFILLING THAT MISSION. WE CARE PASSIONATELY ABOUT WHAT WE DO, AND WE ARE COMMITTED TO BUILDING AN ORGANIZATION THAT WILL MAKE A DIFFERENCE FOR GENERATIONS TO COME. MANY WILL COME AFTER US TO COMPLETE THE WORK WE HAVE BEGUN. OUR HEART PRINCIPLES ARE A GUIDE TO HELP US SUPPORT ONE ANOTHER AND REFLECT THE SPIRIT OF OUR COMPANY IN THE IMPORTANT WORK THAT WE DO EACH DAY.

- **We cannot afford to develop solutions that cause us to be profitable at the expense of quality, nor can we afford to have quality at the expense of profit.** Profit is our oxygen line, a life-giving element without which we could not continue to fulfill our mission.
- **Growth is our security.** To sustain our growth, people must also grow professionally. We embrace new ideas and are committed to developing our future leaders.
- **We recognize each other's efforts in achieving our goals and find ways to celebrate our successes.** We consider each other's contributions, time, and feelings by acknowledging each other and saying, “thank you.”

- **As leaders in our field, we are committed to continuous learning and improvement.** We challenge ourselves to ask questions, seek solutions, and embrace new ideas.
- **We are problem-solvers, not problem-dodgers.** Whoever receives a question or concern owns it until it is resolved. When the dirty diaper hits the fan, some people run for cover; we break out the cleaning supplies.
- **We ask the question, “Why not?”** before we say “no” to employees, parents, and clients, with the understanding that an unconditional “yes” is not always the appropriate answer.
- **We are doing serious and important work. We take pride in what we do, and we must never lose sight of the joy and fun in our work.**

