

## American Hero Company Research Standards

**Integrity** – Integrity is the adherence to moral and ethical principles.

*The integrity of the upright will guide them. -King Solomon of Israel*

1. **Mission/Vision/Values** (75 points)  
Mission, vision and values statements are prominently posted, corporate leaders are fully supportive, and on-going employee training is provided to communicate their importance.
2. **Fiscal Responsibility** (50 points)  
Financial dealings are conducted in a transparent and responsible manner. Invoices are paid promptly. Excess debt is avoided.
3. **Awards & Recognition** (30 points)  
Awards and recognitions provide confirmation of the commitment to core values.

**Caring** – Caring is to feel and show concern for others.

*But the greatest of these is love. -Paul the Apostle*

4. **Employees** (85 points)  
Employees and their families are highly regarded and well-treated by providing a fulfilling work environment with benefits and services that foster the development of the whole person including physical, intellectual, relational and spiritual.
5. **Customers** (70 points)  
Customers are highly regarded and enthusiastically served by providing continuously improving, high quality, life-enhancing products and services.
6. **Communities** (70 points)  
The company is a good neighbor to its community by caring for the environment and finding traditional and creative ways to make meaningful contributions.

**Courage** – Courage is the ability to do something that you know is right or good, even though it is dangerous, frightening, or very difficult.

*Take courage; I have overcome the world. -Jesus of Nazareth*

7. **Commitment to Values** (30 points)  
Corporate leaders have the courage to do what is good and right even if it adversely affects profits.
8. **Servant Leadership** (60 points)  
Recognizing the value of each employee corporate leaders embrace the concepts of servant leadership and teamwork.
9. **Ministry** (30 points)  
Creative ways are used to offer Christian ministry services to employees, customers and their communities.