



# OARS OF EXCELLENCE

## SUPPORT CENTER

# INTRODUCTION TO THE CORPORATE OARS OF EXCELLENCE

At WhiteWater, the Oars of Excellence define the leadership behaviors that move the company forward. Much like rowing a boat, progress only happens when everyone is pulling in the same direction with discipline, clarity, and shared expectations.

Operations already uses the Oars to guide how teams run the field. The Corporate Oars of Excellence align with those same principles, ensuring our support functions strengthen operations rather than create complexity around them. This framework helps ensure that corporate teams remain focused on what matters most: enabling safe operations, developing strong leaders, and supporting the company's growth.

## PURPOSE OF THE OARS

- 1. Anchor us as a people-first company.** Every role begins with behaviors tied to respect, communication, and leadership because culture is the foundation of performance. Our Oars reinforce this through an intentional approach to continuously interviewing and seeking the most qualified candidates to lead our teams, and through our responsibility to support and develop those leaders once they join us.
- 2. Create a shared language for training and development.** Whether someone is a team leader in the field or a corporate executive, the expectations follow the same five-part structure. This consistency makes it easier to train, coach, and promote leaders while reinforcing the company's values and leadership standards.
- 3. Connect daily actions to business outcomes.** Each role ultimately contributes to measurable business results. However, those results can only be achieved when the people, training, and systems are in place and protected with integrity. The Oars ensure that strong leadership and disciplined execution lead to sustainable performance.





# ***CORPORATE***

## **1. Select, Develop, and Retain Outstanding Team Leaders**

- Build and sustain high-performing corporate teams that enable operational success.

## **2. Train Them Well**

- Establish clear processes, tools, and development programs that allow both Corporate and Operations teams to succeed.

## **3. Schedule Them Efficiently**

- Allocate time, resources, and priorities in a way that maximizes organizational impact.

## **4. Provide a 5-Star Customer & Employee Experience**

- Ensure corporate programs, policies, and support functions enable safe operations, exceptional customer service, and a strong employee experience across the organization.

## **5. Deliver on the Plan (Financial)**

- Ensure corporate teams drive financial discipline and support the company's strategic growth plan.