

MBM® Guiding Principles

The Market-Based Management® (MBM®) business philosophy that Charles Koch created and helped apply throughout Koch companies is built on the Guiding Principles. Among the many things that have changed since *Good Profit* was first published are Koch Industries' Guiding Principles. To learn more about the changes Charles Koch describes as “more necessary, more urgent and more fundamental” than “any that we have made in the past,” visit KOCHind.com/philosophy.

Integrity

Have the courage to always act with integrity.

Stewardship & Compliance

Act with proper regard for the rights of others. Put safety first. Drive environmental excellence and comply with all laws and regulations. Stop, think and ask.

Principled Entrepreneurship™

Practice a philosophy of mutual benefit. Create superior value for the company by doing so for our customers and society. Help make Koch the preferred partner of customers, employees, suppliers, communities and other important constituencies.

Transformation

Transform yourself and the company. Seek, develop and utilize the visions, strategies, methods and products that will enable us to create the greatest value.

Knowledge

Acquire the best knowledge from any and all sources that will enable you to improve your performance. Share your knowledge proactively. Provide and solicit challenge consistently and respectfully.

Humility

Be humble, intellectually honest and deal with reality constructively. Develop an accurate sense of self-worth based on your strengths, limitations and contributions. Hold yourself and others accountable to these standards.

Respect

Treat everyone with honesty, dignity, respect and sensitivity. Embrace different perspectives, experiences, aptitudes, knowledge and skills in order to leverage the power of diversity.

Self-Actualization

Be a lifelong learner and realize your potential, which is essential for fulfillment. As you become increasingly self-actualized you will better deal with reality, face the unknown, creatively solve problems and help others succeed.

