

EASTERN NATIONAL CORE VALUES

EASTERN NATIONAL'S VALUES are the fundamental beliefs EN team members share that guide our strategic direction and our daily work. Our values help to define and shape our culture, and we lean on our values when faced with important and difficult decisions. They are core principles that help distinguish us from other organizations:

EDUCATION

We are “Retail with a Purpose,” supporting many of the nation’s most significant cultural, historical, and recreational sites. We deliver quality educational products and services that help tell diverse and lesser-known stories about these special places and people. We value a learning culture, and offer ongoing knowledge sharing, formal training, and growth opportunities for each other.

SERVICE

We are a mission-driven organization that goes above and beyond to serve the needs of our visitors, partners, and each other. We provide exceptional experiences with integrity, transparency, and respect. We are strong communicators who share our skills and knowledge to solve problems and ensure high levels of satisfaction.

COLLABORATION

We are a people-focused organization that believes in the power of teamwork to generate exceptional results. We value fun and engaging work environments that are inclusive, authentic, and allow each person to feel they belong at EN. High levels of trust help us find common ground on the issues and opportunities that are most meaningful to our mission.

SHARING

We value a sharing philosophy that makes us unique among the public-lands community. It ensures that all partners benefit from our knowledge, resources, and financial support to enhance the visitor experience. We share our time and our talent to face challenges that lead to better solutions.

EXCELLENCE

We are nimble, resilient, and strive for excellence. We hold ourselves accountable for consistently fulfilling our mission while working hard to exceed our financial goals. We have high standards and high expectations, and we recognize each other for a job well done. We learn from mistakes to continuously improve and innovate.

