

Culture Statement

Like people, businesses take on unique personalities and intrinsic value systems. These traits, which define the company's culture, are always a reflection of the company's leadership. Rules and procedures should exist in harmony with the personality and values of the business. The rest of this document will define that culture as we see it.

Infinite Energy enjoys an eclectic mix of people. We have employees from diverse backgrounds with far-ranging skill sets and different personalities. However, the success of the company depends on employees having very similar value systems, and this sameness should transcend all other differences.

We expect our employees to follow a moral path. You must ask yourself first and foremost whether any decision the company asks you to make would go against your basic moral values. If it does, then you should not do it. Instead, see your supervisor and tell them why. If no relief comes from them, keep going up the chain.

We expect decisions to be made for the long-term success of Infinite and yourself, not the short term. When the short term is the only thing considered in an ethical dilemma, the wrong decisions tend to be made.

Passion with focus is what drives people and companies to move forward. Passion motivates a person to challenge the current state of things. Focus allows that passion to make a difference, to create new and amazing things that move society forward. We expect both at Infinite Energy. This combination makes us a platform for innovation.

We want you to be part of something bigger than yourself and to know that your part makes it happen. All employees contribute to the dream of success. All employees are important to whatever success occurs. We will remember that.

We give opportunities for all employees to pursue their dreams. We provide a comfortable and open workplace. We do not unfairly discriminate based on gender, sexual preference, race, age, national origin or religion. Employees advance in our company based on merit and how their values mirror those of the company.

You have expectations of Infinite Energy. You expect to be paid fairly, to be offered good health insurance and a retirement program. You want to be recognized for your efforts. You want an environment in which to think freely and creatively. This is the environment we attempt to foster.

We do this in the following manner: Infinite Energy first looks to promote from within. This not only ensures that the proper value system will flow upwards throughout the life of Infinite, but it also gives you opportunity to advance to your full capabilities. We provide an enlightened environment without frivolous intrusions into your privacy. We embrace openness and change.

At Infinite Energy, a relationship with a customer results in a fair exchange of value. A customer provides profit for Infinite Energy products and services rendered. Infinite Energy provides a product or service that creates real benefits for customers. We earn, not take.

All new employees should be indoctrinated and exposed to our culture in a clear and concise way. Not only will they be told of our culture, but they will experience it through the company leadership. Free and open communication through our company leaders and peers will resonate throughout the workforce.

Finally, Infinite Energy is a family. Just as we want our own families to succeed, we want you to succeed and live up to your potential. We want you to be happy and productive, and we hope that in doing so you help yourself and Infinite Energy succeed. We want you to care about your fellow workers and community. We want you to make things better.

If we live this culture, you and Infinite Energy will realize the potential that makes dreams happen.

Mission Statement

Infinite Energy markets wholesale and retail energy products in an ethical and profitable manner. Infinite Energy grows the company by investing in quality personnel and quality business partnerships. Infinite Energy provides an unparalleled customer experience.

