



Culture Code

Growing thriving environments

What is **culture?**
Why does it **matter?**

**Culture is shared
beliefs and values
inside an organization.**

It's the soil from which everything else sprouts.



**It matters because, to us,
people matter.**

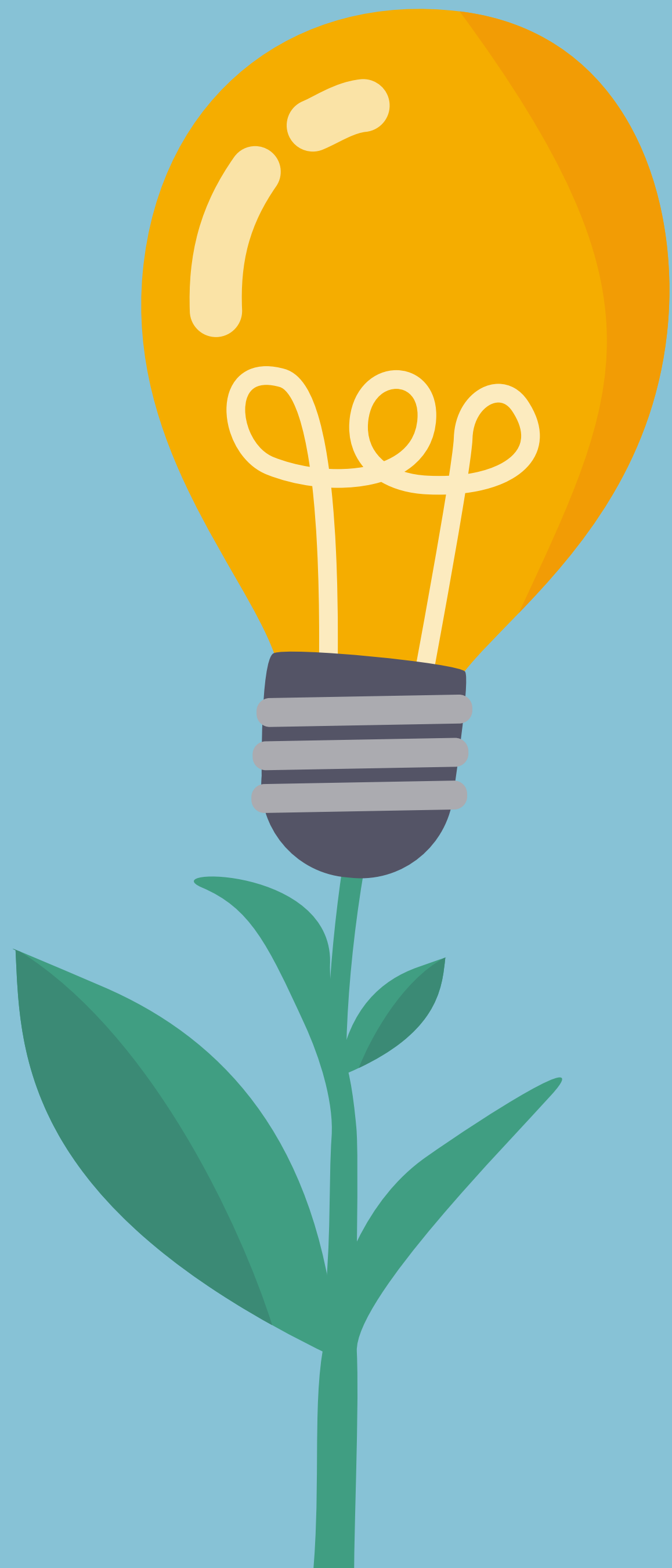
We're all individuals rooted in the same soil.



We care about culture because culture is the foundation from which everything grows.

We understand the importance of healthy soil.

That's why we understand the importance of healthy culture.



To create a thriving environment, we start by hiring the most diverse and innovative minds.

**Then we water
those minds with the
freedom to create.**

**We want an ecosystem of employee-driven
ideas that can be planted for growth.**



**We care for those ideas by
empowering our people
with the tools and space to
make an impact that lasts
beyond ourselves.**

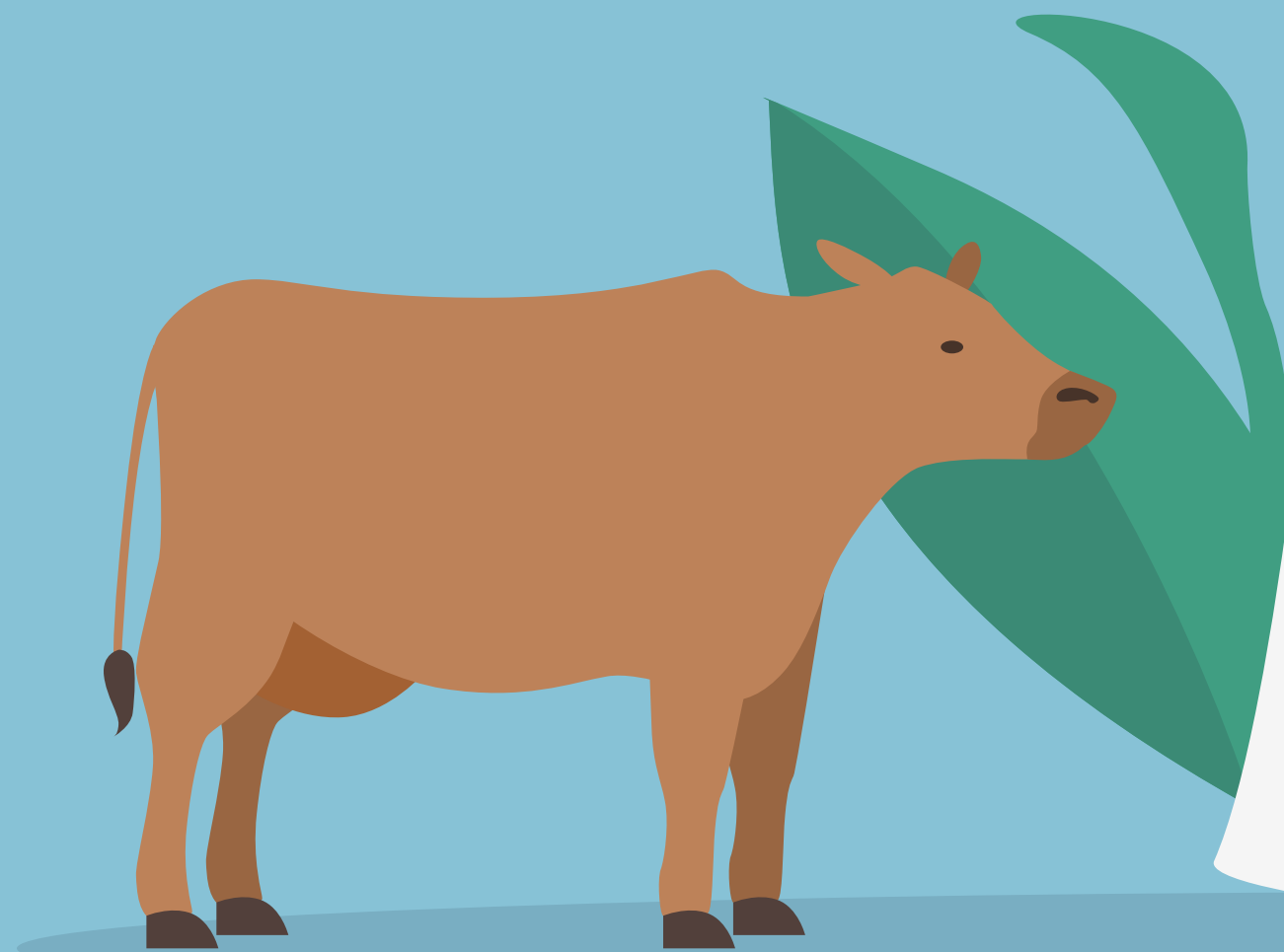


**Finally, we reap a
legacy.**

**What does
that look like?**



**It's an environment
where work can:**



**be approached
fearlessly**



**be learned
quickly**



**be improved
constantly**



**be celebrated
with every win**

**When you walk into the door
as a Noble employee, you're
given a promise that your
personal and professional
growth is our goal.**



How is this accomplished?



By igniting possibilities.



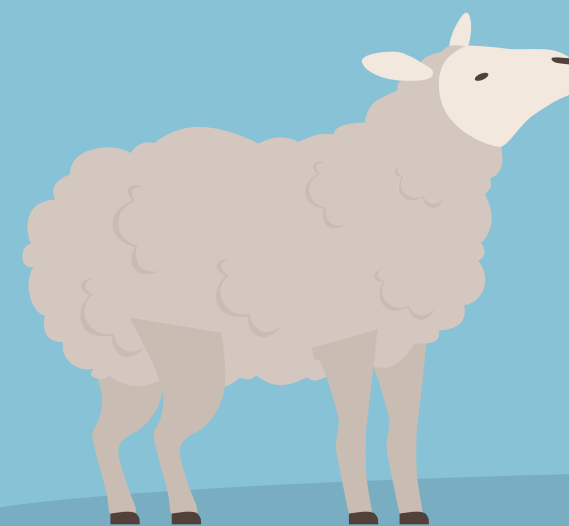
Amplifying your voice.



Providing knowledge.



And always supporting personal and professional growth for you.



**That's what we
call healthy soil.**

**And, as you know, there are no limits
to what healthy soil can produce.**





What we've found is that investing in our people is not only our passion, but it's also how we've developed a culture that focuses on others.

We give our employees what they need. Our employees give their talents, ideas and support to make the land richer and healthier.

**And everyone
wins!**



**Like all healthy ecosystems,
when each element has
the nutrients it needs, the
land **works as a unit** to
produce in abundance.**

That's what we call our tenets.





**Our tenets are
truth statements
that guide our
decision making.**

We have six.





Customers come first

We prioritize the needs of ranchers. Everything we do goes toward their betterment and success.



Culture matters

It matters because (like we've stated earlier) it's our soil. And we are dedicated to building healthy soil everywhere — outside *and* inside Noble.

**So we seek out
people to hire who:**

In that order.

- advance this
organizational
culture**
- demonstrate
expertise**
- and possess
the necessary
education.**



Alignment

We only say “yes” when doing so is good for the rancher and for Noble. That keeps everything in balance and working smoothly.



We not ~~me~~

We work with an outward mindset. What does that mean? It means we focus on how to help others instead of ourselves.

(It makes things better for us, too.
See everyone winning *again*? We do.)



Remarkably transparent

We go to extraordinary lengths to share information and seek input from others. When we say “remarkably transparent,” we mean it.



Decision doorway

We move quickly on decisions that can be easily reversed and cautiously on those that cannot.

(Think of it as the perfect combination of courage and caution.)



**That's
us!**

**As we work
together toward
these goals
and within this
culture, we keep
four core values
in mind. Like...**





Be Noble.



**This means having
an open mind,
positive attitude,
and charitable heart.**



Like our founder, Lloyd Noble.



**Serve as a
trusted resource.**

We are individually responsible for our work, but we strive to make others successful.

And we're willing to do the work to help them.





Steward the land.

We have a responsibility to care for the land and all that it entails, from the soil that comprises it, the animals and plants that contribute to it, and the humans that benefit and love it.

We take that responsibility seriously.





Build together.

An illustration on a light blue background. In the lower-left corner, a man in a white shirt, blue pants, and a yellow hat is watering a small green plant with a blue watering can. A woman in a white shirt and blue skirt stands to the right of the plant. The plant is growing out of a mound of dark brown soil. A tall white pole is planted in the soil, with a red flag at the top that has the word "SUCCESS" written on it in white capital letters. The background features three white, stylized clouds: one on the left, one on the top right, and one on the bottom right.

SUCCESS

**No success happens
alone. It's through
collaboration that we
accomplish our goals
and amplify our impact.**

This is:



how we work.



how we operate.



how we empower.



our culture code.

**If you like our culture,
you'll love working here.**



Grow your future with us. We'll provide the healthy soil.