

# What Xilinx Values Mean to You

## (The Real Competitive Advantage)

by CARLIS COLLINS ♦ Editor ♦ (editor@xilinx.com)

Xilinx is a great place to work, and this is due in no small part to the values that we have chosen for ourselves. Our values clearly define the level of excellence we expect for both our internal operations as well our external relationships with you, our customers. By striving to fulfill our values, we have developed an efficient and challenging, as well as friendly and interesting place to work; therefore you see product innovation and customer service that is second to none.

We enjoy bringing new devices, technologies, and services to you because this is not just our business, it is a big part of our lives as well. We enjoy our work here, and I know that's one of the reasons

we continue to be the leader in our industry. Plus, we continuously strive to do better because it makes our personal and professional lives more interesting and rewarding, as it makes your job easier, too.

*“Genuine success does not come from proclaiming our values, but from consistently putting them into daily action.”*

Managing by Values: Ken Blanchard and Michael O'Connor

Companies need well-defined values, because without them the only measure of success is dollars, and that can be very near-sighted and counterproductive, ultimately leading to everyone's dissatisfaction. So, our values help us focus our energy where it will produce the result we want, which is to be your preferred supplier of FPGAs and CPLDs. And, we believe that if our values remain strong, you will continue to see a significant benefit in both technology and service at every level, and ultimately we both succeed.

The Xilinx values are contained in the acronym CREATIVE, which stands for:

**C**ustomer Focus - We exist only because our customers are satisfied and want to do business with us... and we never forget it!

**R**espect - We value all people, treating them with dignity at all times.

**E**xcellence - We strive for “best in class” in everything we do.

**A**ccountability - We do what we say we will do and expect the same from others.

**T**eamwork - We believe that cooperative action produces superior results.

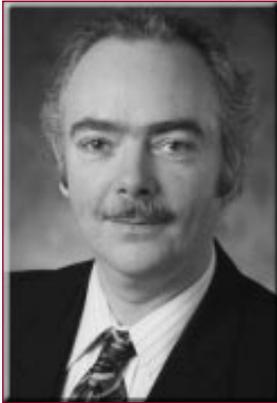
**I**ntegrity - We are honest with ourselves, each other, our customers, our partners, and our shareholders.

**V**ery Open Communication - We share information, ask for feedback, acknowledge good work, and encourage diverse ideas.

**E**njoying Our Work - We work hard, are rewarded for it, and maintain a good sense of perspective, humor, and enthusiasm.

So, do we always succeed in expressing our values in everything we do? No, and I imagine there will always be room for improvement. But, as you can see, it is our intent and our desire to do so. I believe this makes a big difference to you.

We will continue building and strengthening these values because this is the best, and perhaps only way that we can remain the leader in this very competitive industry. Therefore, as always, we welcome your feedback. Do you see our stated values expressed in our interactions with you? Please let us know what you think. You can e-mail your comments to me at editor@xilinx.com. If I get enough responses, I'll publish them, the good and the not-so-good, in our next issue of *XCell*. Now that's “Very Open Communication.” ♦



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