


the  
i**con**  
one  
playbook

A Guide to Success at ICON



The ICON Playbook is a clear guide to who we are, how we think, and how we deliver.

It outlines the story behind our evolution, the purpose that drives us, and the values that shape every interaction.

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# What Is **icon** one ?

ICON ONE is not a campaign, a slogan, or a one-time initiative.

ICON ONE is how ICON operates.

It is the shared philosophy that guides how we make decisions, how we work together, and how we show up for customers.

ICON ONE exists to remove complexity, create clarity, and ensure full ownership from start to finish.

It aligns every function; Sales, Design, Manufacturing, Operations, Installation, and Customer Success; under one way of working.

ICON ONE asks us to think beyond our individual tasks and take responsibility for the full experience we help create.

When something goes right, we own it.  
When something goes wrong, we own that too.

At its core, ICON ONE is about accountability, simplicity, and follow-through.



# Our Core Focus

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## We make things simple to make great things possible.

This Core Focus is not a tagline.  
It is a decision-making lens.

Simplicity does not mean cutting corners.  
It means clarity, discipline, and intentional design.

When processes are simple, customers feel  
confident and teams work better together.

The Core Focus reminds us to remove friction,  
reduce confusion, and protect quality. If  
something adds unnecessary complexity, it is  
likely not aligned with who we are.

**When you're unsure what to do, ask yourself:**

Does this make things simpler and clearer for the  
customer - and for the next person in the process?

If yes, you're aligned with ICON ONE.  
If no, pause and rethink.

# The Customer Burden We Remove

In many projects, customers are forced to manage complexity across vendors, timelines, and responsibilities.

They are often asked to coordinate designers, manufacturers, logistics providers, installers, and service teams.

That burden creates stress, risk, and frustration, even when projects are successful.

ICON exists to remove that burden.

**ICON ONE shifts responsibility back where it belongs:** with us.

Customers should not have to manage our process. They should be able to trust it.



# One Partner. One Complete Solution.

**One Partner** means the customer works with ICON as a single accountable team.

**One Complete Solution** means ICON owns the journey from design through long-term support.

This includes planning, manufacturing, logistics, installation, warranty, and customer success.

Ownership is the difference.

We do not pass problems downstream or point fingers.

When issues arise, customers hear:  
"We've got this."

Internally, this requires alignment, communication, and shared accountability across teams.

# How ICON ONE Shows Up Day-to-Day

ICON ONE lives in everyday actions, not big announcements.

It shows up in clear communication, strong handoffs, early problem-solving, and thoughtful decisions.

It appears when someone flags an issue early or follows up to ensure something was resolved.

ICON ONE is present when teams support each other to protect the customer experience.

Small moments compound into trust.



# Decision-Making at ICON

ICON ONE gives us clarity when decisions are not obvious.

Good decisions prioritize simplicity, clarity, and customer protection.

Ownership matters more than perfection.

The person closest to the work typically owns the decision.

Escalation is used for alignment, not avoidance.

When decisions don't go as planned, we learn and improve instead of assigning blame.

# Ownership, Accountability & Follow-Through

Ownership means staying with the outcome, not just completing a task.

Accountability is shared across teams because outcomes are shared.

Follow-through is how trust is built, with customers and with each other.

We communicate early when things change and close the loop when work is complete.

If you own it, you stay with it.



# Working Across Teams

Customers experience ICON as one company, not separate departments.

Cross-team collaboration prevents gaps, confusion, and delays.

Information should flow freely, not stop at team boundaries.

Strong handoffs include context, clarity, and ownership.

Assuming positive intent and addressing issues directly strengthens alignment.

# What Success Looks Like at ICON

Success is defined by impact, ownership, and how we work together.

Strong results matter, but how we achieve them matters just as much.

Success looks like simplicity, collaboration, learning, and follow-through.

We recognize behaviours that protect the customer experience and support teammates.

A simple measure of success is whether our work made ICON stronger and customers more confident.



# What We Will Never Compromise

We will never compromise on ownership, simplicity, communication, accountability, or culture.

We will not allow complexity, silence, or finger-pointing to erode trust.

**We protect the customer experience, even when it requires more effort internally.**

These non-negotiables guide us as we grow.

ICON ONE ensures we remain reliable, aligned, and proud of the work we deliver.

This monogram reminds us why we are here and how we move forward as one.



## **One Team. One Standard. One Way Forward**

This monogram was intentionally designed as a symbol of importance • a daily reminder of why we are here and how we work.

We are one team, not silos. One partner, delivering one complete solution.

With ICON One, we lead with a healthy mindset, act with confidence and discipline, and build success that lasts, for our clients, our company, and each other.

**icon**  
one

one partner one complete solution



# ICON Core Values

## **Driven**

We are driven, holding ourselves to high standards and consistently delivering dependable, efficient, and results-oriented work.

## **Positive**

We foster a positive environment by being honest, team-oriented, and drama-free while bringing fun and enthusiasm to everything we do.

## **Customer's First**

We put customers first by building strong relationships, keeping our promises, and delivering work we are proud to stand behind.

## **Growth Mindset**

We embrace a growth mindset by staying committed to continuous improvement, both personally and professionally. We view challenges as opportunities, adapt quickly, and always look for ways to do better.

# What ICON One Asks of Us

ICON One is not just how we work. It's how we think, decide, and show up for one another and for our clients.

Living ICON One means embracing a higher standard of ownership, alignment, and follow-through.

It asks us to:

## **Think end-to-end**

We look beyond our role, our department, or our task.

We think about the full client journey, from first conversation to long after delivery.

## **Work as one team, not silos**

There is no "handoff mentality" at ICON One. We collaborate early, communicate clearly, and stay connected until the outcome is complete.

## **Take ownership beyond our title**

If we see something that impacts the client experience, we act.

Ownership doesn't stop where a job description ends.



## **Finishing what we start**

Follow-through is not optional.

We close loops, keep commitments, and take responsibility for results, even when it's hard.

## **Communicate with clarity and respect**

We speak directly, professionally, and with positive intent.

We raise issues early, solve them together, and avoid blame.

## **Protect the client experience**

Every decision we make either strengthens or weakens trust.

We treat each project as a reflection of our name, our craft, and our future.

## **The Standard We Hold**

ICON One is built on a healthy, wealthy, positive mindset, not just financially, but mentally and professionally.

We choose:

- **Accountability over excuses**
- **Alignment over ego**
- **Progress over perfection**

When we live this standard together, we create confidence for our clients, pride in our work, and long-term success for everyone involved.



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to make great things possible



