



THE AIRPORT'S MISSION STATEMENT:  
"To be the world's best airport  
by exceeding customer expectations"



## CORE VALUES

### PEOPLE-ORIENTED WORK ENVIRONMENT

We are committed to creating a caring environment for our team members that is fair, supportive, celebrates accomplishments, and recognizes the importance of balancing personal and professional obligations so that we can enjoy our work and the people around us.

### EXCELLENCE

We are committed to producing quality products and services each and every time. We will strive to get it right the first time.

### INNOVATION

We believe in the natural gift inherent in everyone to create and innovate. To this end, we strive to foster an environment that nurtures the creative process, encourages change and tolerates risk.

### HONESTY

We will be open and truthful in dealing with each other and our customers.

### INTEGRITY

We will be forthcoming and candid in what we say and what we do. We will not make promises we can't keep, and we will keep all promises that we make.

### SERVICE

We seek to consistently please our customers and each other. Without them, nothing else matters.

### PERFORMANCE

We are action-oriented and results driven. We understand the need to act in a timely manner and with a sense of urgency and will do so without compromising quality standards.



City of Atlanta / Department of Aviation  
6000 North Terminal Parkway  
Atrium Suite 4430  
Atlanta, GA 30320  
(404) 209-2945  
www.atlanta-airport.com

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# DRESSING FOR SUCCESS

## MAKING ORDINARY SERVICE EXTRAORDINARY



We all have heard the expression "a picture is worth a thousand words." The picture we create greatly will influence our passengers' first impressions of our Airport. Their impressions (images) are formed from what they see. The images of our employees must express motivation, professionalism and confidence and must project a positive representation of each individual company as well as the Airport. Your appearance and behavior are critical elements that shape a passenger's initial impression. They demonstrate your commitment and dedication to your job. For consistency, we have developed guidelines for all employees to maintain an image that wows our passengers.

The management team at Hartsfield-Jackson Atlanta International Airport is aware that travelers have a choice in their mode of transportation. It is our mission to exceed their expectations, making sure that they continue to choose Hartsfield-Jackson when they travel. In addition to furthering our commitment to "making ordinary airport service extraordinary," these standards have been developed to ensure a picture-perfect approach to service. This brochure contains some examples of expectations, but it is not a comprehensive list.



## APPEARANCE STANDARDS

These guidelines apply while you are on Airport property.

- a. Employees will maintain a well-groomed, neat, professional and clean appearance at all times. Personal cleanliness, including proper oral hygiene and the absence of controllable body odors, is a standard. Perfumes and fragrances should be kept at a minimum.
- b. Uniforms will be clean and neatly pressed at all times.
- c. Name tags will be worn, when applicable, at all times.
- d. Shirts must be tucked in.
- e. Pants must be worn at waist level and with a belt, if applicable.
- f. Sunglasses should not be worn indoors unless they are prescribed by a doctor.
- g. Tattoos, brandings or body piercings, other than earrings (a limit of two per ear), should not be visible.
- h. Employees are expected to maintain appropriate and professional hairstyles. Beards, sideburns and mustaches must be clean and neatly groomed. Hair coloring should be within the range of natural hair colors.
- i. Fingernails should be clean, well-manicured, moderate in length and appropriate for the work site.
- j. Jewelry should be conservative and kept to a minimum.

These guidelines are not intended to be an all-inclusive list but, rather, general parameters for proper attire. The success of these standards rests with the good judgment of each individual.

For more information about Hartsfield-Jackson, visit [www.atlanta-airport.com](http://www.atlanta-airport.com).

Play Whack the Wack, the game that helps employees at Hartsfield-Jackson dress for success! Visit [www.ATLwhack.com](http://www.ATLwhack.com).

## EMPLOYEES WILL:

- Assist customers first
- Greet customers with a smile
- Make eye contact with customers
- Display a professional attitude
- Be proactive



## BEHAVIORAL STANDARDS

- a. Employees should maintain eye contact while interacting with customers and fellow employees.
- b. While wearing their uniforms or badges, employees should refrain from using foul or inappropriate language at any time in the workplace or on Airport property.
- c. Employees should not eat, drink, chew gum, smoke or talk on personal cellphones while on duty. Personal iPods/MP3 players or ear phone buds are not permitted at any time while employees are on duty.
- d. Employees should remain calm when encountering upset or irate customers. Training will be provided to employees to assist with various customer encounters.

## EMPLOYMENT REQUIREMENTS

All Airport employees are required to have a general knowledge of the Airport and its services. New employees must submit to 10-year criminal-background checks.

*Garth Collins, Aviation senior airside supervisor, wears proper employee attire:*

- *Shirt is tucked in.*
- *Pants are belted.*
- *Badge is worn visibly above the waist.*

