

FARAH & FARAH

The Farah Fundamentals

A guide to what matters here.



Glad you're on the team...

The word 'team' means a lot to us. We've learned time and again how much we can accomplish when we work as one. We know that our strength as a team is the sum of all of the individual contributions made by every employee in our firm, including you. Your unique energy, talents, and perspectives are integral to our success.

The Farah Fundamentals handbook details our purpose, mission, and vision, as well as the core values that we try to C.O.M.M.I.T. to every day. These are the guideposts that help make us more effective law professionals, better teammates, and more compassionate people – all the qualities that set Farah & Farah apart from our competition.

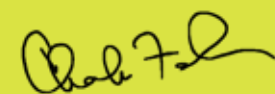
We believe in you. You are here to make a difference and we're excited to see all of the ways that you can grow both personally and professionally.

With gratitude,

Eddie E. Farah
Founding Partner



Chuck E. Farah
Senior Partner



FARAH
& FARAH
& You



“
Strive for continuous
improvement instead
of perfection.”

—KIM COLLINS, TRACK & FIELD ATHLETE



Our Purpose

Guiding our valued clients through the complex legal system to deliver justice for those who need it most.

OUR VISION

To be the most trusted personal injury law firm; known equally for our compassionate care of clients and our ability to win cases.

OUR MISSION

Our mission is to be our clients' strongest advocate and to treat every client and every case with respect and professionalism.



We Believe In...



COLLABORATION

Every employee plays an important role in navigating, advocating, interpreting, advising, and organizing legal battles on behalf of all of our clients.

EQUALITY

No one role is more important than another in our firm.

We Believe In....



TEAMWORK

When we commit to this goal as one, we can achieve greatness for all.

INTEGRITY

Our daily goal is to provide every client with the best possible service in an authentic, proactive, compassionate manner.



“
Excellence is the
result of **habitual
integrity.**”

—LENNIE BENNETT, BRITISH COMEDIAN



How can we

C.O.M.M.I.T.

to living
our Core Values...

...each and every day
on the job?





Consider The Client First

- #1** The client's interest is our only interest. Believe in their case as if it's your only case.
.....
- #2** Regular, face-to-face client contact is our priority. Make it personal always.
.....
- #3** Our clients' livelihoods and lives are in your hands. Keep them involved and engaged in their case.
.....
- #4** Quality, meaningful conversations are essential to excellent client care. Practice authenticity.
.....
- #5** Listen with your ears, eyes, and heart. Your client deserves all of you every time you meet.
.....



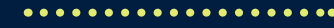
Own Your Actions

- #1** Everything you do in and out of the office reflects on both you and the firm.
.....
- #2** Continuous learning and self-improvement contribute to both the firm's and your long-term success.
.....
- #3** Time management and consistent work quality always pay off.
.....
- #4** Deep knowledge of your case creates professional and client confidence.
.....
- #5** Excellence begins with accountability and results in credibility.



Make Your Work Exceptional

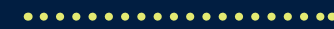
#1 We wanted you on the Farah team because your character reflects our Core Values. Make us proud.



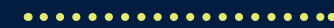
#2 Approach all you do with passion and pride. Even the small stuff matters.



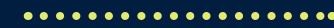
#3 You have a team of resources to keep moving cases toward resolution. Use them.



#4 Be proactive in finding solutions that benefit your client's case. Remember, every question is worth asking.



#5 Every staffer has a role in creating great cases and winning them. Including you.



#6 Ask yourself...is this my best work?



Master The Culture

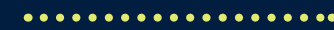
- #1 Always do the right thing— even when no one is looking.
.....
- #2 Honor our hierarchy. It's how we effectively escalate case questions and issues.
.....
- #3 Strive to maintain a life/work balance. We will support you.
.....
- #4 An organized workspace leads to higher quality work. It's a fact.
.....
- #5 Treat colleagues and clients with respect and integrity. They are your world.
.....
- #6 Listening is the highest form of communication. Be a superstar at it.

C.O.M.M.I.T.



Inspire Mutual Respect

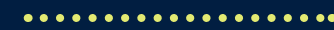
#1 Share your knowledge and lead by example. Ask for help when you need it.



#2 You are part of a vital profession. Set an example in our firm for upholding its high ethical standards.



#3 Your voice matters. Let it be heard when you have issues or better solutions.

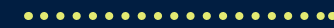


#4 Positivity is infectious. Find new ways to increase your job satisfaction and others will do the same.

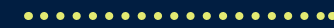


Tie Closely to the Community

#1 Be our ambassador everywhere you go. You never know which neighbor will walk through our doors.



#2 Look for ways to give back to your community. It thrives through your compassion.



#3 Seek opportunities to volunteer, organize, and raise money. Engagement encourages community connection.



“
Always make a
total effort, even
when the odds
are against you.

—ARNOLD PALMER, PRO GOLFER

”



“
Farah and Farah...
they fought for me!”

—ODINEI MARQUES, AUTO ACCIDENT CASE




“
The team at Farah & Farah
listened to me. **I wasn't a
number, I was Melva.**”

—MELVA FOLSOM, WORKERS' COMPENSATION CASE



“
Make your next move
your best move,
hire Farah & Farah!”

—DARRIEN BROWN, AUTO ACCIDENT CASE



**“
Either you run
the day, or the day
runs you.”**

—JIM ROHN, MOTIVATIONAL AUTHOR

FARAH & FARAH

Here for you. Here for good.

**Fighting for Justice Across
Florida and Georgia**