



CSKL is built around a set of fundamentals showing that  
“Who we are is what we do.”

We will be showcasing those fundamentals week by week  
throughout the year and hope you will join us in exploring those.

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## CSKL Fundamental #22

### **Create a Great Impression**

Every conversation, phone call, e-mail, letter and even voicemail,  
sets a tone and creates an impression. Pay attention to every  
interaction and be sure you’re setting a tone that’s friendly, warm,  
helpful and professional.