

Values Examples

Here are some examples of clear values with explanations as to how to model them. Remember the most effective values are recognized and celebrated in others regularly, via Friday Toasts, Shout Outs, High Fives, Rock Star awards. Please see our Recognition Rituals document for how to do this.

When values are not being embodied/lived by teams it generally is the result of a few things... either:

- Values are not an acronym so they're too hard to remember (acronym examples: PATH, CIRCLE, CARE, GUIDE, etc) or...
- People modeling our values are not celebrated weekly ("High Five to George for being **Results Oriented** and **Creative**! He found a work-around to the CRM bug and ensured the system was released on time and per spec. Rock on George!") or...
- People don't feel emotionally connected to the mission and vision, so the values aren't helping them to make the world a better place

Example #1

Our team values govern our behavior and relationships with our clients and each other.

1. Our actions reflect our **Passion** for our work, products, business partners, and careers.
2. Our relationships are founded in **Trust** and **Respect**.
 - We assume positive intent and give each other the benefit of the doubt.
 - We don't hold on to perceived injustices or inequities.
 - We celebrate our differences and value the experiences each person brings to the team.
 - We are respectful of each other's time and geographical location.
 - We understand things can go wrong and mistakes will be made.

- We focus on the issue, not the blame.
3. We promote **Open and Healthy Dialog** up, down and across the team.
 - We encourage an environment where everyone's views are heard.
 - We proactively seek feedback from others.
 - We provide accurate and timely feedback and do so in a respectful manner.
 - We are driven but not rude. We are proud of the way we communicate with each other.
 - We seek to understand. We are curious and ask lots of questions.
 4. Personal and organizational **Integrity** guide our decisions and actions
 - We never allow pressure to influence our guidance or compliance to policy or legal requirements.
 - We speak the truth, even when it's unpopular.
 - We do not hide bad news.
 - Confidentiality is essential in our business and will not be compromised.
 - We keep our commitments.
 5. We foster an environment of **Teamwork and Collaboration**.
 - We engage each other collaboratively.
 - We do not work in silos. We get better results working across organizational lines.
 - We give credit where credit is due.
 - We make our colleagues better. We set each other up for success.
 - We empower each other.

6. Our end product reflects our commitment to Precision, Quality, and Flawless Execution
 - We are self-critical and seek continuous improvement in everything we do.
 - We debate genuinely and openly, regardless of position or level.
 - We are open to new ideas and ways of thinking.
 - We effectively manage (vs. react to) “fire drills”
 - We prioritize our work and deliverables in order to meet high yet reasonable expectations.

Example #2

Our Values are C-I-R-C-L-E:

- *Communication* – We are highly communicative and believe this ensures alignment and connection. We believe any challenge can be resolved with authentic heart-felt communication. When in doubt, we over-communicate so all know what is expected and what we need.
- *Integrity* – Our word is our bond. We make and keep our commitments, communicating in advance if we’ll be late, and always being a reliable trusted team member. Others don’t need to check on us—we consistently deliver on time and per our commitments. We walk our walk and talk our talk. We model what we train and coach on. We focus on details, and deliver accurate work.
- *Reflection* – We make the time to reflect on ourselves, our clients, our company in order to learn how to improve and serve others best. We identify behaviors we want to shift and seek support. When things aren’t going as we want, we look into how we created the breakdown. Then we fix it.
- *Contribution* – We are here to make a difference, to be of service to all we interact with, both outside and inside of our company. We are proactive, we take initiative, we bring solutions and we never wait for someone to tell us what to do—we anticipate and make a difference. We deliver 5 star client service and add value in many ways beyond our scope. We intro clients to possible board members, clients, and add value far beyond the scope we’re paid for.

- *Learning* – We are continuous learners. We are committed to growing and stretching into new definitions of ourselves and our capabilities. We accept feedback as an opportunity to grow, and we then implement the learning we have received. We learn new skills to share with our team members and clients.
- *Energy* – We bring great energy and passion to our work. This isn't a job to us, it's a mission, it's an opportunity to transform and support people who will transform and support millions. The result of our passion is a better world/company/experience for all. Making a difference in the lives of others is important and meaningful to us.

Example #3

A-C-E I-T

1. **Accountable**
2. **Collaborative**
3. **Excellent**
4. **Innovative**
5. **Trustworthy**

1. We are Accountable for our work, and to each other.
 - We do what we say we will and keep commitments.
 - We clearly articulate our expectations.
 - We measure the success of our work and strive to constantly improve it.
 - We volunteer to get involved when our contribution would be helpful.
 - We take pride in the quality of our work.
 - Rather than blame others, we look to see where we could have improved.
 - We offer productive feedback and opinions, not gossip or behind-the-scenes criticism.

- We are respectful of each other's time, showing up to meetings on-time, and keeping our commitments.
 - We take ownership and responsibility for our actions.
 - When we must make hard decisions about people or the business, we do so fairly and with respect.
 - We build rigor into everything we do.
 - We are One Team. One Forward. Everyone has skin in the game, in both our successes and our challenges.
2. We are **Collaborative** in our approach; we work with others to achieve successful outcomes.
- We work in teams, regardless of role, where each person contributes to a project's success.
 - We value the unique perspective and contribution each of us brings to a situation.
 - We collaborate with our clients to help them achieve their goals.
 - We work together to find solutions to complex issues.
 - We break down silos. We get better results working across organizational lines.
 - We share information to keep others in the loop.
 - We share success.
 - We understand things can go wrong and mistakes will be made, and we focus on the solution, not the blame.
3. We seek **Excellence** in our approaches, striving individually and as an organization for continuous growth and improvement.
- We find opportunities to learn and grow and become more masterful at our craft.

- We care about the work that we do; it matters to us.
 - We insist on quality.
 - We admit when we've made mistakes or when we could be doing things better than we are.
 - We invest in our people to help them grow their careers.
 - We strive to be a model of excellence to the industry and our peers.
 - We educate our employees about all aspects of our business.
 - We go big, not home (except for when it's actually time to go home).
 - We always bring our best effort. Period.
 - We are willing to step up and help our coworkers, even if it is outside of our responsibilities.
4. We strive to have vision and to be **Innovative** in all of our practices, constantly challenging ourselves and the status quo.
- We adapt; we evolve our strategies; we develop new themes to address current market conditions; we don't run with the herd.
 - We look at problems creatively, learning what we can from others, while considering new methods that may be untested.
 - We believe in being in front of others and in introducing new strategies and ideas to our clients.
 - We listen carefully to all feedback our stakeholders provide, and we consider changes that will benefit them.
 - It's not a question of *whether* we can get there from here; it's *how are we* going to get there.
 - We leverage new technology when it would be helpful to improve our business processes.

5. We are **Trustworthy**; we bring the highest level of integrity to all that we do.
 - We owe our clients the highest degree of loyalty – it is a sacred trust.
 - We make ethical decisions.
 - We have the courage to stand up for what we believe is right.
 - We assume positive intent and give each other the benefit of the doubt.
 - We are open, honest and fair in our communications with each other.
 - We never allow pressure to influence our guidance or compliance to policy or legal requirements.
 - We don't throw others under the bus, humiliate them, or strip their dignity.
 - We act with integrity; we place the benefit of our clients above our own.

Example #4

- **Curiosity:** We want to learn. We value continuous education and continuous improvement.
- **Customer-driven:** We recognize we have no business without our customers. We strive to do everything we can to meet your needs.
- **Creativity:** We want to ask "why not" whenever possible. We are not happy with the status quo; we want to provide innovative solutions.
- **Fun:** Life is too short to not enjoy. We want to make every interaction with us a good experience.
- **Integrity:** Our actions are guided by our moral compass. We won't always do things right, but we will always do the right thing.
- **Relationships:** We value our employees, customers, suppliers, and everyone else we encounter. We want to build relationships, not just complete transactions.
- **Results-oriented:** We recognize that we are judged by our ability to deliver products and solutions that work.