

Creating a Values Driven Culture

Values

*The collective beliefs by which
we conduct our work*

Why are **Organizational Values** important?

- Build collaboration and engagement
- Build community
- Build pride

Values Identification Process

➤ Top Down or Bottom Up

Top Down: Founder driven involvement;
critical new visionary direction

Bottom Up – long established
organizations; new organizations with an
early collaborative spirit

Top Down

- Ensure thorough employee orientation
- Tell the “why” story
- Engage employees in finding their own aligned stories to create ‘ownership’

Bottom Up

- Engage the Staff - cross-section, across organization and geographies - – in the ‘identifying’ process

HOW? Workshops:

- ✓ Appreciative Inquiry (AI) Methodology

Workshop Design - Four Questions:

1. What about the XX drew you to work here initially?
2. Now that you work here, how do you represent and describe the XX to friends and family?
3. What are the top values that drive and animate the XX?
4. What do each of these top values look like at their best?

Values LIVED, not simply Values Displayed

Steering Committee – Cross Section of Staff

- Define Values in specific organizational context
- Define behaviors expected to best demonstrate these values

Embed

- Translate to team level (a team workshop)
- Processes – assessment (self), evaluation (programs), decision-making (grants) and recognition (employee)

But Keep it Front of Mind too....

Holds ourselves accountable....

- Posters with definitions and *behaviors* in conference rooms
- Desk Top

WHY?

- Builds collaboration and engagement – more alignment across the organization
- Builds community – a common language
- Builds pride – we know who we are and what we stand for