



# Bringing Your Values Out to Play

ENEXSUMMIT 2020

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Chief Pay it Forward Officer

# The Plan

- 1 Why are company values important?

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- 2 How can you **discover** your company values?

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- 3 How can you **bring your values out to play**?

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- 4 How can you **keep your values alive**?

01

Why are  
company  
values  
important?



# Values are *valuable* because...

**Define who  
you are**

**Guide  
decisions and  
actions**

**Fuel your  
workforce**

**Contribute  
to driving  
engagement**



# NASA's company values

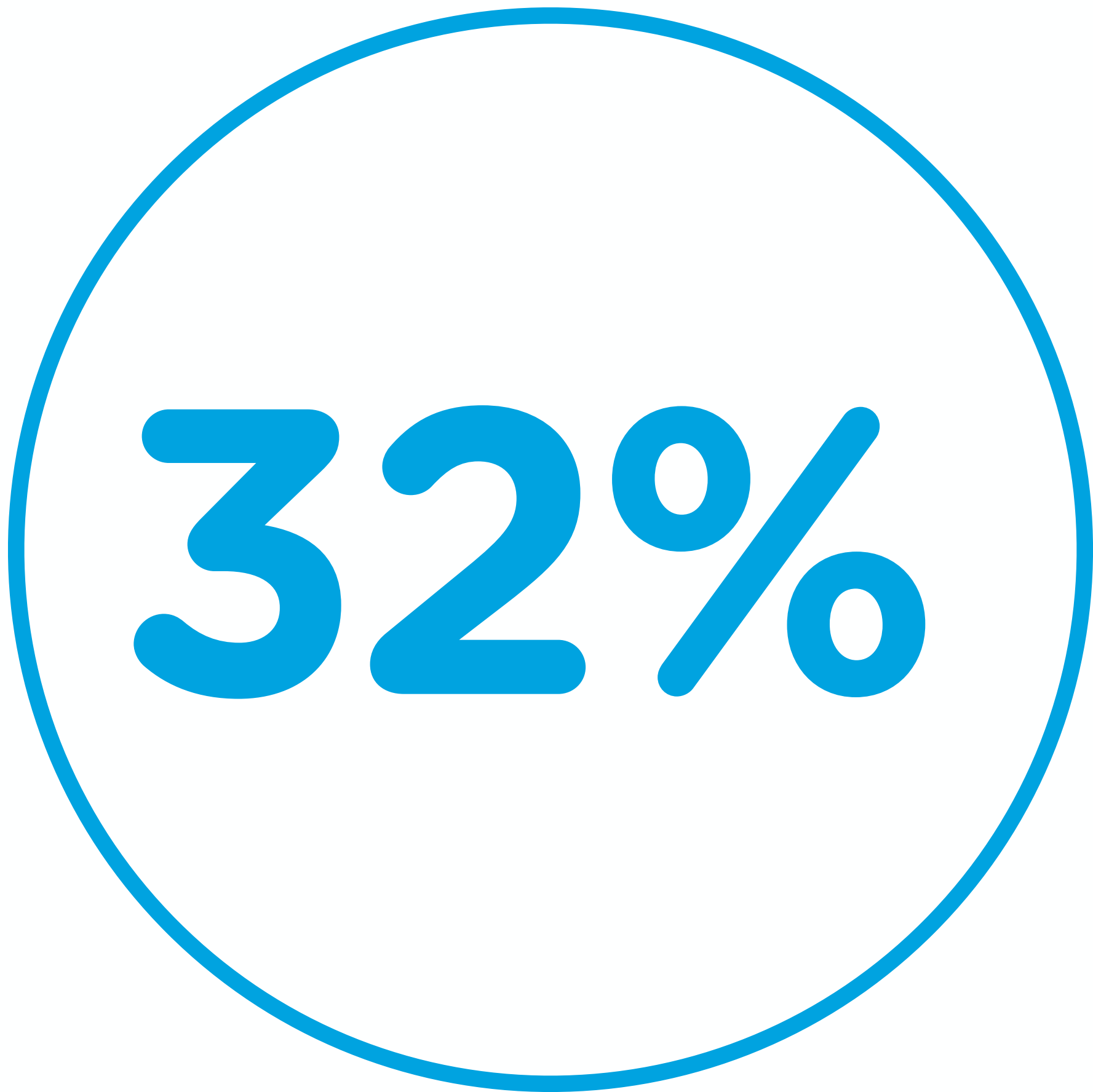
**Curiosity**

**Excellence**

**Agility**

**Team-  
oriented**

**Passion for  
Exploration**



**32%**

**of employees feel  
completely informed  
about the values of  
the company they  
work for**

Reward Gateway research



**27%**

**of employees  
strongly believe  
in their company  
values**

Gallup report





**23%**

**of employees  
strongly agree that  
they can apply their  
values to their work**

Gallup report



**Houston, we  
have a  
problem!!**

02

How can you  
discover  
your values?





“The journey to discover our true values involves looking at what we already **say**, what we already **do**, what we already **believe**, and what we want and need to **protect**.”

- Debra Corey, 'Bringing Your Values Out to Play'

01

Are they  
servants to  
my purpose  
or mission?





**Will it make the boat go faster?**

OPEN THE DOOR  
TO possibilities

CREATE  
magic

02

Are they  
specific to  
my company?





# VOCUS GROUP VALUES.



## CLEVER COMPANY NO MUPPETS.

We are awesome people with a great attitude, unleashed and empowered to do our job.

## HAVE A CRACK.

We detest bureaucracy, we collaborate to find a smarter way, we take risks, we act decisively and we celebrate our wins.



## DON'T SCREW THE CUSTOMER.

We put ourselves in the customers' shoes, we make it easy to buy and easy to use.

## DON'T BE A D!@KHEAD.

We respect each other, we value relationships and we have the hard conversations.



# Atlassian Values

They guide what we do, why we create, and who we hire.



**Open company,  
no bullshit**



**Play,  
as a team**



**Build with heart  
& balance**



**Be the change  
you seek**



**Don't #@!%  
the customer**



# VALUES

We follow the "Little Red Rule:"  
Every time we touch people's lives, they will  
feel great about Radio Flyer.

Because we live the **Flyer Code:**

**FUN**omental Customer Experiences

Live with Integrity

Yes I can

Excellence in Everything

Responsible for Success

03

Can (and will)  
they be lived?





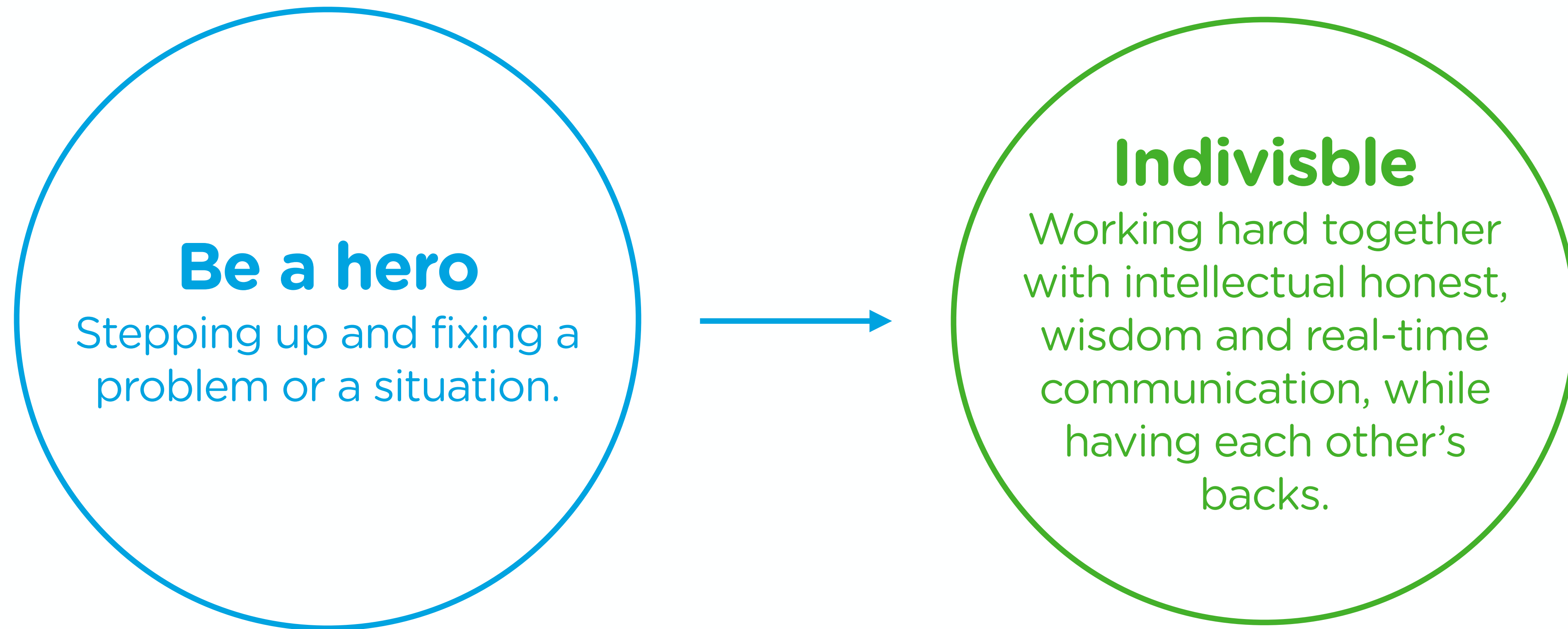
# 04

Can (and will)  
they take us to  
a new planet?



# The evolution of Nav's values . .

At Nav, a FinTech company grew their values needed to evolve



# Summary of 4 questions:

**Are they  
servants to my  
purpose and  
mission?**

**Are they  
specific to my  
company?**

**Can (and  
will) they be  
lived?**

**Can (and  
will) they take  
us to a new  
planet?**



03

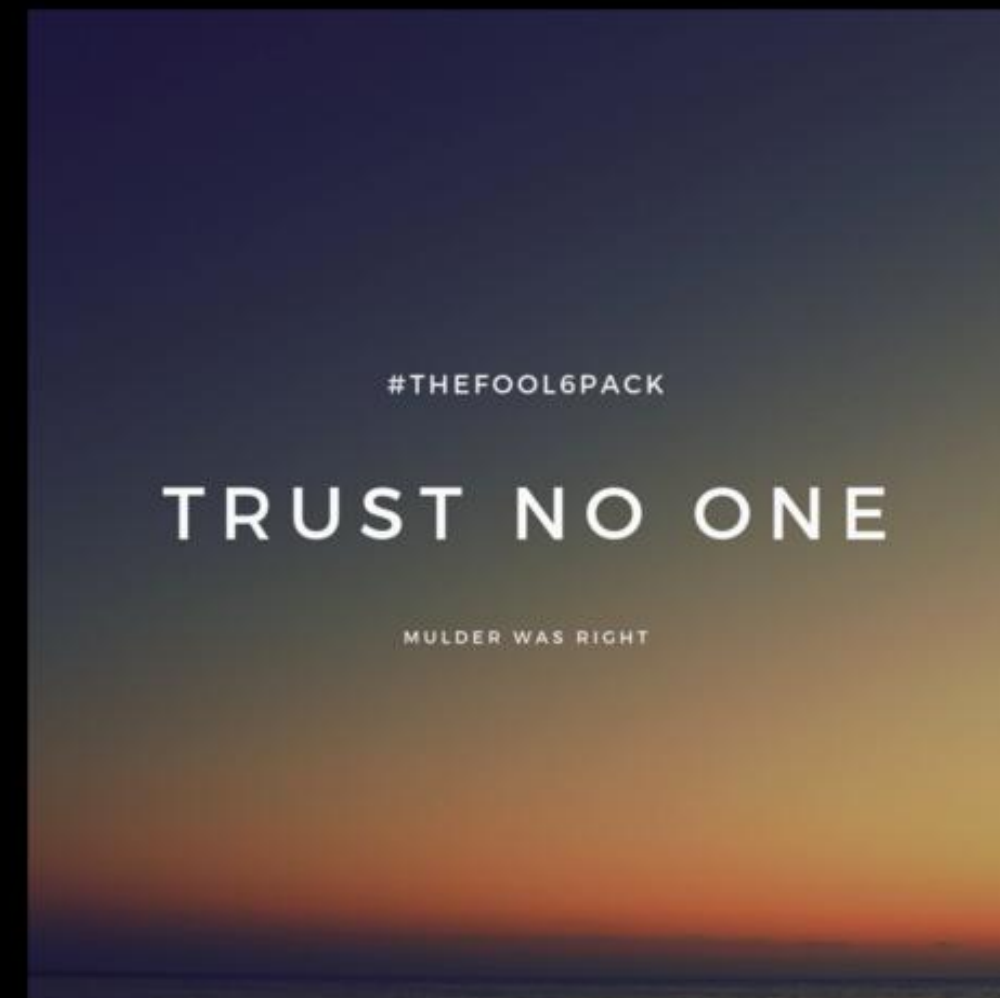
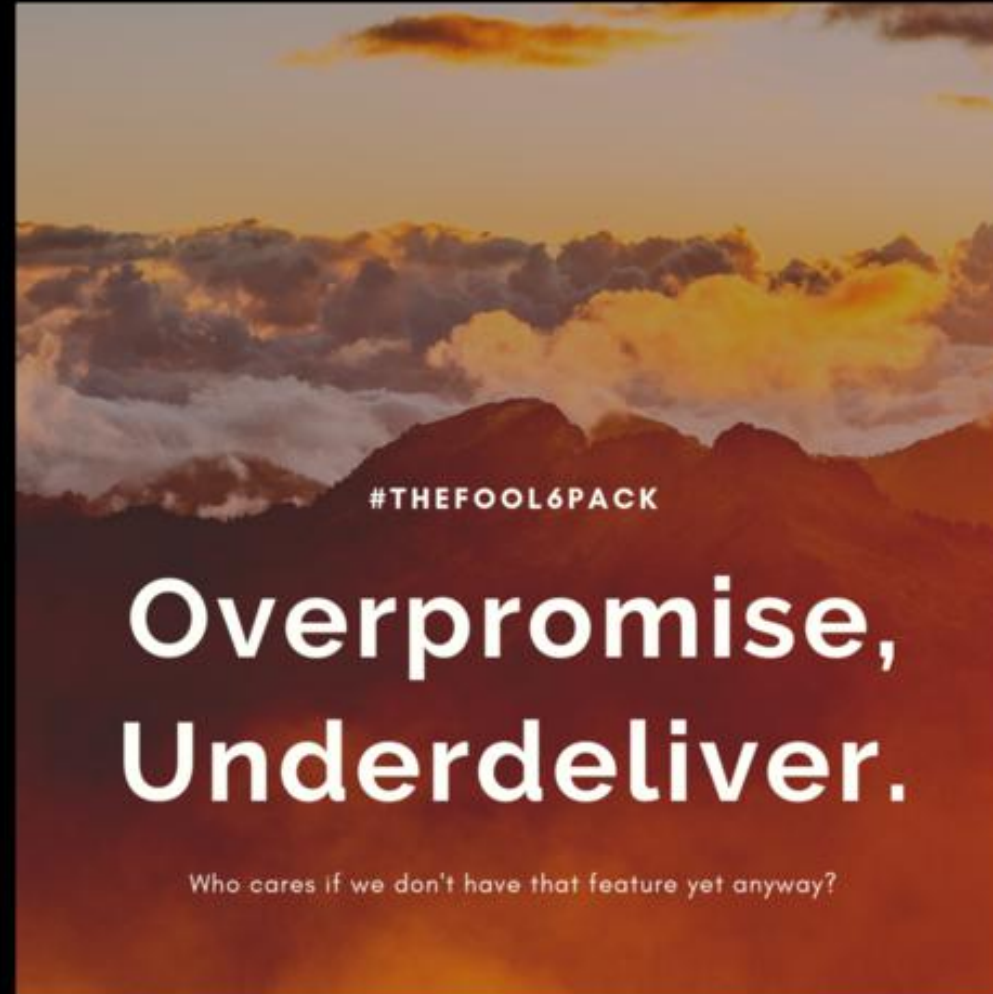
How can  
you bring  
your values  
out to play?





**Time to play...**

# Launch Impraise *April Fool's Day*



# Hiring WD-40



[Current Opportunities](#)

[Our Culture](#)

## Are you ready to join our European Tribe?

We seek people who share our values and strive to leave positive lasting memories in all their interactions. At WD-40 Company we foster a strong culture of learning in a collaborative environment, where everyone is a key contributor.

We are a small company with gigantic brands and a global reach. Best in class products mean we seek best in class talent. Our tribe shares a common passion, dedication and commitment to excellence which keeps us at the forefront of our industry.

[JOIN OUR TALENT COMMUNITY >](#)

**Hiring**

**Nav**

***Red flags***



**Onboarding**  
**Reward**  
**Gateway**  
*Welcome box*



# Choose your moment

- BE Tyrwhitt
- Thanks and Recognition
- Occasions
- Shout Out From Leadership

THE BOSS

**BE the Boss**

"I own my work – it's a love thing!"

**Boss Own it Love Thing**

"I innovate to improve – my ideas are smart; my actions profitable; my energy infectious!"

**Boss Innovate Smart Ideas**

"I celebrate and champion my colleagues – together we win!"

**Boss Celebrate & Champion**

THE CUSTOMER

**BE The Customer**

"I am customer obsessed – I put them at the heart of everything"

**Customer Obsessed**

"I think like my customer – to surprise and delight them"

**Customer Surprise & Delight**

"I care for my customer – happy you, happy me!"

**Customer Happy you Happy Me**

THE BEST

**BE The Best**

"I own my destiny to achieve excellence – the journey has just begun!"

**Best Own My Destiny**

"I look after myself and others – we put the Spirit in Tyrwhitt"

**Best Look After Others**

"I am proud and free to be me"

**Best Proud & Free**

Recognition  
Charles  
Tyrwhitt  
eCards



**2x**

**Values-based  
recognition is 2  
times more likely to  
reinforce and drive  
business results**

SHRM



**Performance  
management  
Atlassian  
*Equally weighted***

1

Expectations  
of the role



2

Contribution  
to the team



3

Demonstration  
of the values



04

How can you  
keep your  
values alive?





# C Space Values wall



**Propellernet**  
**Values**  
**cushions**



**Venables +  
Bell &  
Partners**

*Fearless project*



# Merlin Video competition



**Missguided**  
**Values**  
**cocktails**

# ***VIBE COCKTAILS***

## ***LOVE LOTS MARTINI***

Passionate martini made with pride

## ***WIN TOGETHER WINTER MOJITO***

Berry nice mojito made with zesty win-ter berries

## ***BELIEVE ALWAYS G&T***

Classic gin and tonic served with orange peel and rosemary

## ***DREAM BIG G&T***

Dreamy pink gin served with raspberries, strawberries and tonic



# Missguided Communications portal

**wanna**  
for missguided colleagues

What are you looking for?

Alerts Account Basket Favourites Support

Home News Discounts Local Offers Wellbeing Benefits Learning More

**#lovelots #believealways**  
**#dreambig #winttogether**  
our misguided vibes

Our Misguided Vibes shout out how we do things and the way we work.

2:15

How do we Love Lots?	How do we Believe Always?	How do we Dream Big?	How do we Win Together?
<b>#lovelots</b> do everything with passion and pride	<b>#believealways</b> empower ourselves and others to be their best	<b>#dreambig</b> use ideas and innovation to lead the way	<b>#winttogether</b> collaborate and win as a team
We always have the customer in our heart and front of mind  We are considerate of the impact our actions have on others	We encourage others to have confidence in their decision making  We work with honesty and transparency	we seek opportunities, push boundaries and think outside the box  We innovate using technology, creativity and new ways of working	We collaborate by having the right people around the table  We celebrate in good times and pull together in bad

**KP Snacks**  
Values  
champions



# Final tips

**Start with the  
'right' values**

**Ensure you have  
leadership  
buy-in**

**Embed them  
absolutely  
everywhere**

**Communicate them  
over & over again**

**Make them  
non-negotiable**

**Make them  
everyone's  
responsibility**



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