



**RewardGateway**  
the employee engagement people

# Building a Values-Driven Culture



# What's on the agenda today

1 What is culture?

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2 Why are values important?

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3 Getting your values right

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4 Bringing your values out to play

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What is  
culture?



The glue that holds a  
company and its  
people together

What people do when no  
one is looking

The heart and soul  
of a company



# 77%

Of employees say they evaluate a company's culture before deciding to apply

# 38%

Of employees said they'd leave their job due to a toxic culture

# 1.5x

Companies with a healthy culture are 1.5 times more likely to report average revenue growth of more than 15%

# 3x

Employees working at companies leading with culture are 3 times more likely to be satisfied with the company



# How do you build a strong culture?



Shared  
purpose

Shared  
beliefs

Shared  
actions



Why are values  
important?



**Defines  
who you are**

**Helps you achieve your  
mission  
& purpose**

**Guides decisions  
& actions**





**Helps you pivot &  
innovate in times  
of uncertainty &  
beyond**

**Gives certainty,  
comfort & a  
sense of purpose**

**Connects your  
workforce**

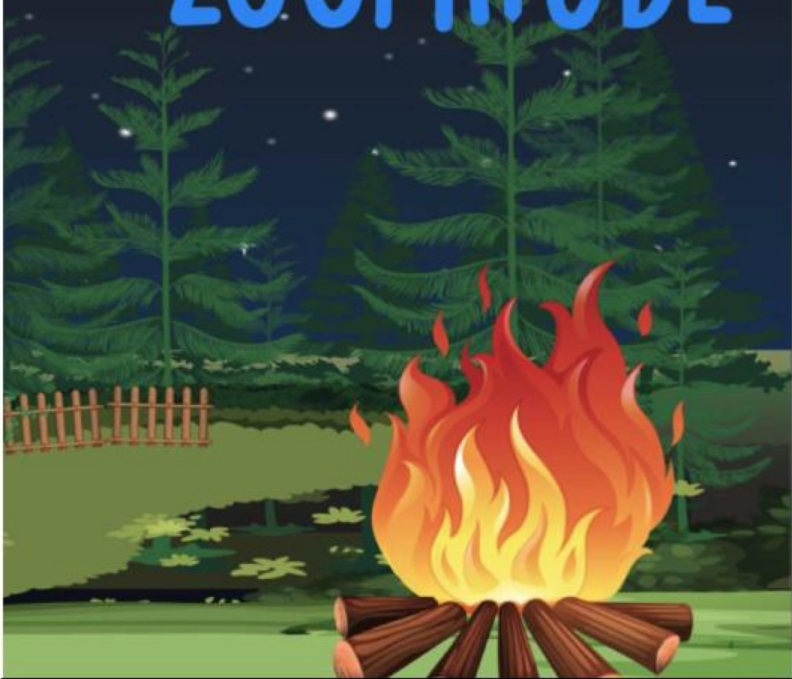
OPEN THE DOOR  
TO  
possibilities

The logo features the word 'OPEN' in large, colorful block letters (blue, orange, yellow, green) with a compass rose in the 'O' and a hand holding a brain in the 'P'. 'THE DOOR' is in smaller blue and pink block letters, with a door icon and three sticks with stars and hearts above it. 'TO' is in small black letters, and 'possibilities' is in a large, black, cursive font.

CREATE  
magic

The logo features the word 'CREATE' in large, colorful block letters (green, orange, purple, blue, yellow) with a star in the 'A', a lightbulb in the 'E', and a rocket in the 'E'. 'magic' is in a large, black, cursive font.

# CAMP ZOOMITUDE

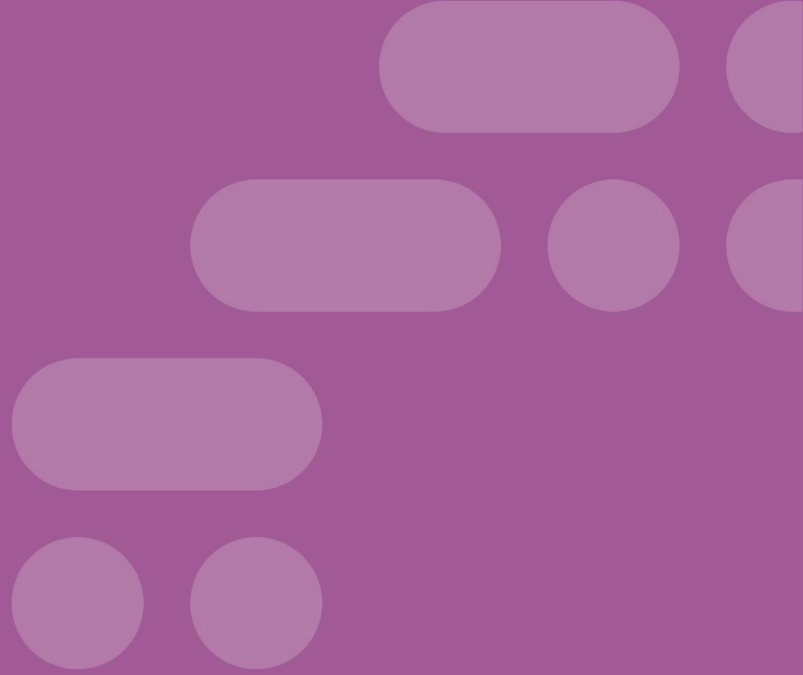


We care for our teammates



Makes you smile

Getting your  
values right



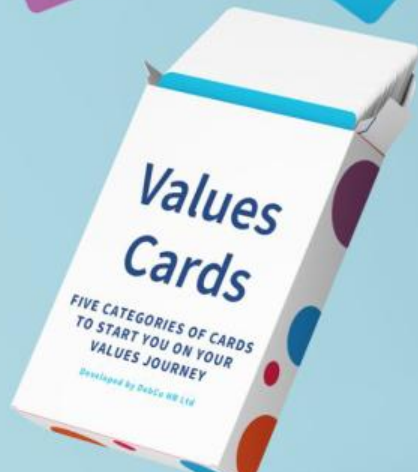


Align them with your mission

Make them unique & meaningful to you

Make them current & fit for the future





we won't sleep until you do.



we keep things simple.



we don't believe in being sheep.



we're experts in support.




we are yellow.









To infinity  
and beyond




Shoot for the  
moon, even if you  
miss you'll land  
among the stars



Individually,  
we are one star.  
Together, we are  
a galaxy



Be captain  
of your own  
rocket ship



An astronaut  
on the ground  
is safe, but  
that's not  
what they are  
meant for



Stars are made  
to sparkle

# 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**



**Relentless**

*rel-uh-lee-less*

Hard charging, like the dog, drives consistency and focus.

**Unruly**

*uhn-ruh-lee*

Automatically reactive to challenging the status quo while never decreasing productivity.

**Legitified**

*leh-juh-tee-fahd*

Delivering a customer experience, remarkably akin to former experiences only described by business owners as - kick ass.

**Indivisible**

*ihn-dih-uh-uh-uh-uh-uh*

Always assembling the best, working hard together with intellectual honesty, wisdom and time communication, all while using each other's tools.

**Ownership**

*oh-ner-shahp*

Investigate, ready-when-possible, and owning the outcome.

Bringing  
your values  
'out to play'



Make sure your  
employees know what  
your values **are**

Make sure your  
employees know what  
they **mean**



**32%**

Of employees feel  
completed informed  
about their company  
values

Reward Gateway

**23%**

Of employees strongly  
agree they can apply  
their company  
values in their work

Gallup

Values  
Drive  
Performance

---

**27%**

Of employees strongly  
believe in their  
company values

Gallup







<b>i got this</b>		<b>tell it like it is</b>		<b>open up and listen</b>	
<b>show the love</b>		<b>find what fascinates</b>		<b>only accept awesome</b>	
<b>leave your mark</b>		<b>put me before me</b>		<b>do what scares you</b>	

How we did it before . . .

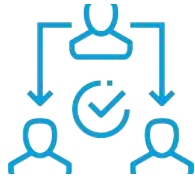
**our values**



# Embed values throughout employee experience “touchpoints”



Hiring



Onboarding



Reward &  
Recognition



Performance  
Management



And more...



# Impraise Launch



# Eve Sleep *Re-launch*



Current Opportunities

Our Culture

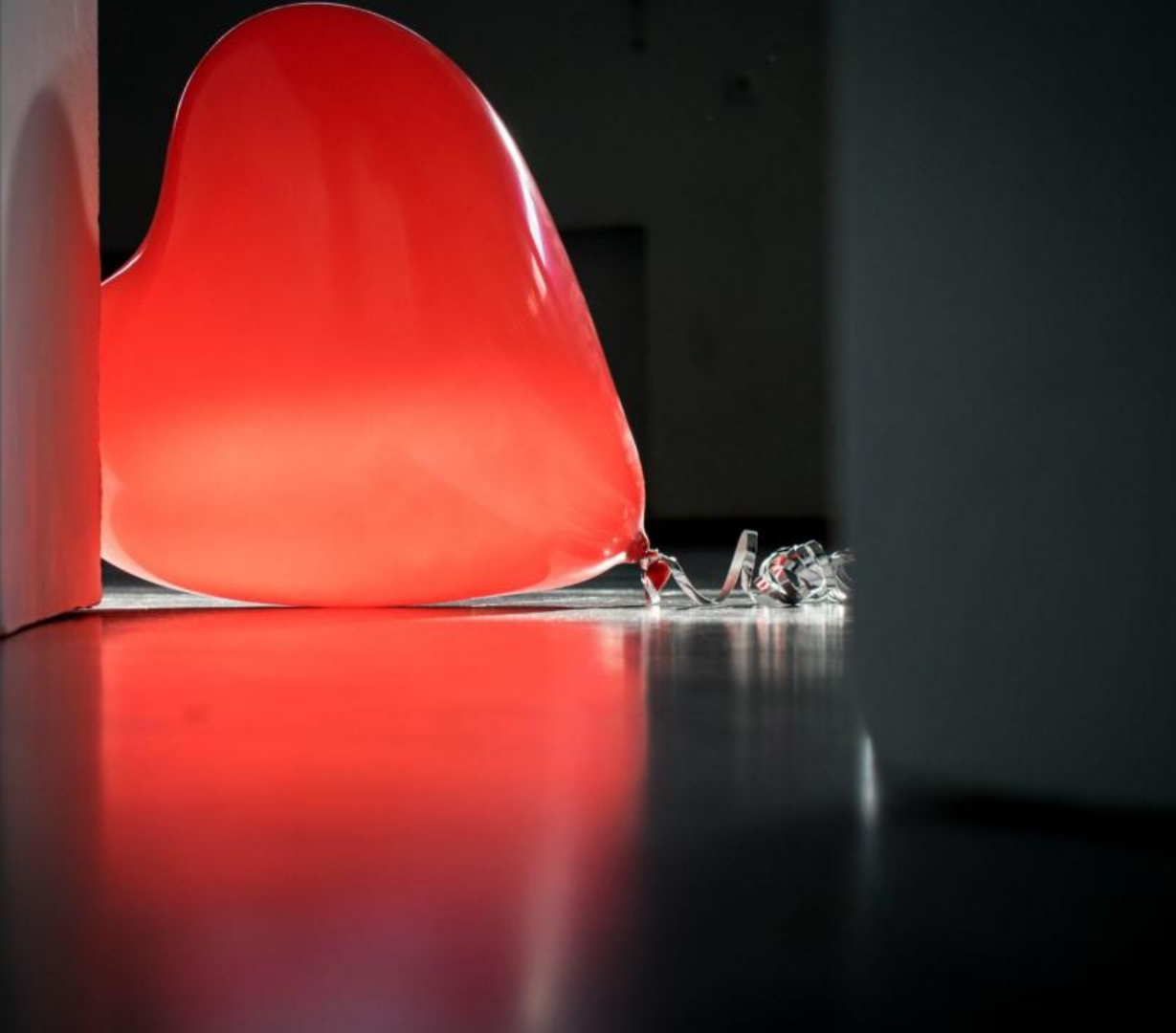
## Are you ready to join our European Tribe?

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 [➤](#)

WD-40  
*Hiring*



Nav  
*Hiring*



# Reward Gateway *Onboarding*





# Zappos *Onboarding*



## Choose your moment

BE Tyrwhitt

Thanks and Recognition

Occasions

Shout Out From Leadership

BE THE BOSS

BE the Boss

"Own my neck - 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

BE 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

BE THE BEST

BE The Best

"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

Charles  
Tyrwhitt  
*Recognition*





tell it like it is



show the love



put we before me



open up and listen



only accept awesome



leave your mark



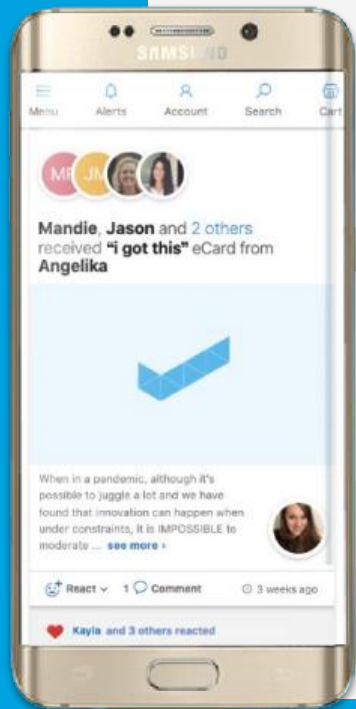
i got this



find what fascinates



do what scares you





Atlassian  
*Performance  
Management*



# Sticks N Sushi Manager Training

## Culture and Values



### Culture is what drives us

Company culture is more than having a table tennis or foosball table. It's about how we treat people, how we work together and the shared understanding of values that drive inspiration and innovation for our clients.

We have eight company values that help make our world a better place to work. They show what's important in our behaviours and are our guide to doing our best work.



### We love our job

RG People are passionate, committed and they inspire colleagues and clients every day. They love what they do. Their career and their work life are incredibly important to them and they take it seriously.



### We are Human

RG People understand that every colleague, client, partner and supplier is another human being with their own hopes, fears, likes and dislikes. They understand that everyone has a career and personal life to juggle. They empathise and understand what each person needs to be happy and successful.



### We work hard

RG people work hard because they love what they do and get a real buzz from delivering to high standards. They live on the edge of their comfort zone, working with a strong sense of urgency and purpose. They are busy but rarely stressed because they're in control and they have chosen a fast paced ride.



### We own it

RG People stand up and take ownership of things. When a volunteer is needed they all step forward. They have levels of responsibility far in excess of others. They operate in a company with few rules and minimal processes, this requires constant use and refinement of their own good judgement.

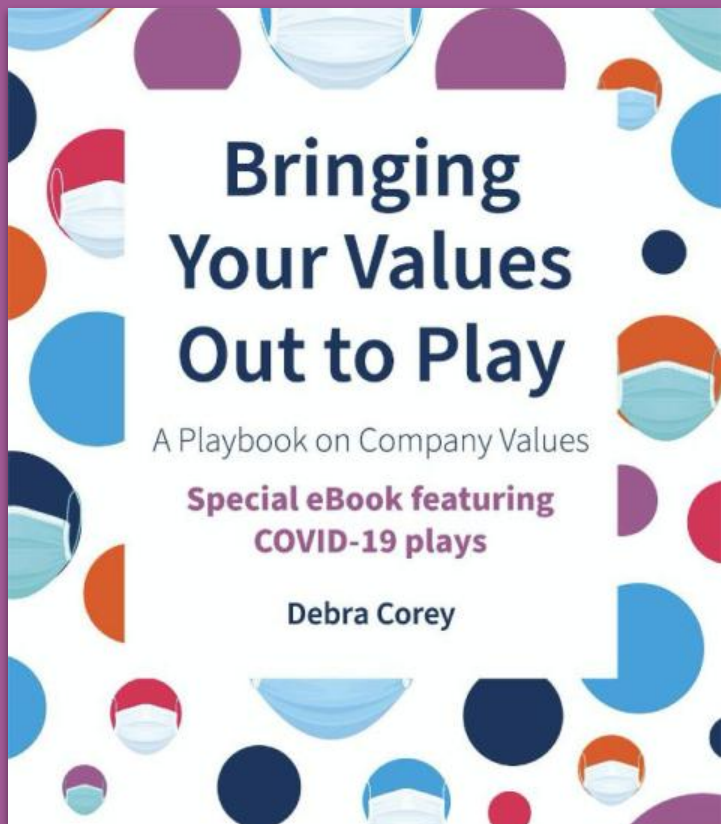
Reward  
Gateway  
Comms  
Platform



Introducing our  
new value **ONE COV**



Coventry City  
Council  
*Background*



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