

DISCOVER YOUR CORE COMPANY VALUES

There is nothing more foundational to building intentional culture than defining your company's core values - and then identifying what they actually look like in action! Whether this is the first or the fifth time you're defining them, we can help you navigate the process and emerge with values that live far beyond the employee handbook.

PHASE ONE | DEFINE

Uncover the core values that dictate "how things are done here."

Understanding your company's core values is the first step towards clearly defining ideal behaviors and expectations from your team. We know how crucially important it is for your values have strong meaning vs just "sounding nice." It's our mission to move beyond buzzwords and help you uncover the truly unique values that set you apart from your competition.

PHASE TWO | REFINE

Solidify definitions for each value and assign desired behaviors.

Core values are most impactful when they can be directly tied to behaviors, habits, and desired actions. We help companies expand on their chosen values, clearly outlining what they look like in action on a day to day basis. Articulating these desired behaviors is the number one way your values can move beyond the walls and into the halls.

PHASE THREE | LAUNCH

Communicate your core values in a way that resonates.

Once your core values have been discovered, how you announce them to the wider company can be one of the most crucial opportunities for integration and acceptance into the team's daily life. We help you build a custom communications plan that will bring your values to life through storytelling, clarity, and repetition.

LEVERAGE YOUR CORE COMPANY VALUES

Discovering and articulating your company's core values is only half the battle. Once you've identified and communicated them to your internal organization, it's time to put them to work by integrating them into your employer brand, internal systems, and company culture. We support you in getting your values off the walls and into the halls.

PHASE FOUR | ATTRACT

Capture the attention of skilled, values-aligned professionals.

All talent is *not* created equal. Articulating a clear employer brand grounded in your company values, allows you to attract highly skilled, values aligned talent year-round. This community of candidates makes it remarkably easier to hire and onboard the right people quickly when you need them. We help you refine this message and start building an internal talent pool of qualified, interested candidates.

PHASE FIVE | ACTIVATE

Integrate your core values into company systems and process.

Once desired behaviors have been assigned to each value, it's time to incorporate them into your internal systems and processes, including hiring, onboarding, performance reviews, and more. Doing so ensures that everyone on the team is aligned and informed, which is crucial to successful culture integration.

PHASE SIX | SUSTAIN

Uphold your values through growth via habit building and rewards.

Company growth can be one of the biggest threats to a values-driven culture. Implementing a rewards system is one of the best ways to keep values top of mind as a company expands and we can assist. We also help companies design and implement 90-day habit building programs focused on specific values. When desired behaviors become habits, they are more likely to sustain through change.