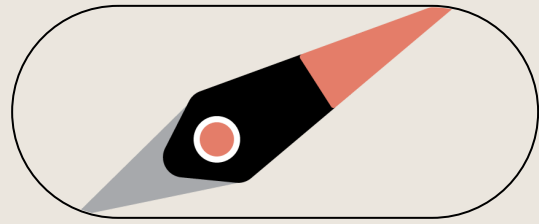


VALUES CHECKLIST



VALUES DEFINITION

- We have values
- Each value has a clear why
- Each value has a set of 2-4 behaviors
- The behaviors are observable & measurable, and something every employee can do

VALUES AWARENESS

- We know what values are for
- We know what our values are
- We know what good looks like in each value
- We know the edge cases of each value

VALUES CLARITY

- We know why we chose these values and not others
- Our values help new hires navigate how things are done here
- We can clearly identify when someone is not living up to values
- Our values help employees make decisions in a way that's consistent

VALUES ACTIVATION

- Change management & comms plan
- 1-3 rituals to embed values in
- We have real-life examples & data to introduce the values from
- We have values artifacts and assets
- We have pre-communicated values to people managers

VALUES REINFORCEMENT

- Values are embedded into our hiring
- Onboarding
- Feedback, promotion, & performance
- Leadership & management training
- Communication ex: Town Hall
- External communication, ex: ESG
- Leadership behavior

