



CORE VALUES

Values are the glue which tie the
Strategy together in order to
achieve the vision!!!!

Execute!

Strategy execution by Jack Welch



<https://vcdn.slidesharecdn.com/1-jwintrostrategy-160308192012-lva1-app6891-video-SD.mp4>

Agenda:

- What is Core Values?
- Why use Core Values?
- How did we pick our Core Values?
- How to work with Core Values and keeping them alive?
- Questions / Discussion

What is Core Values?

Core values

We all play a vital role in the team sharing the same values!!



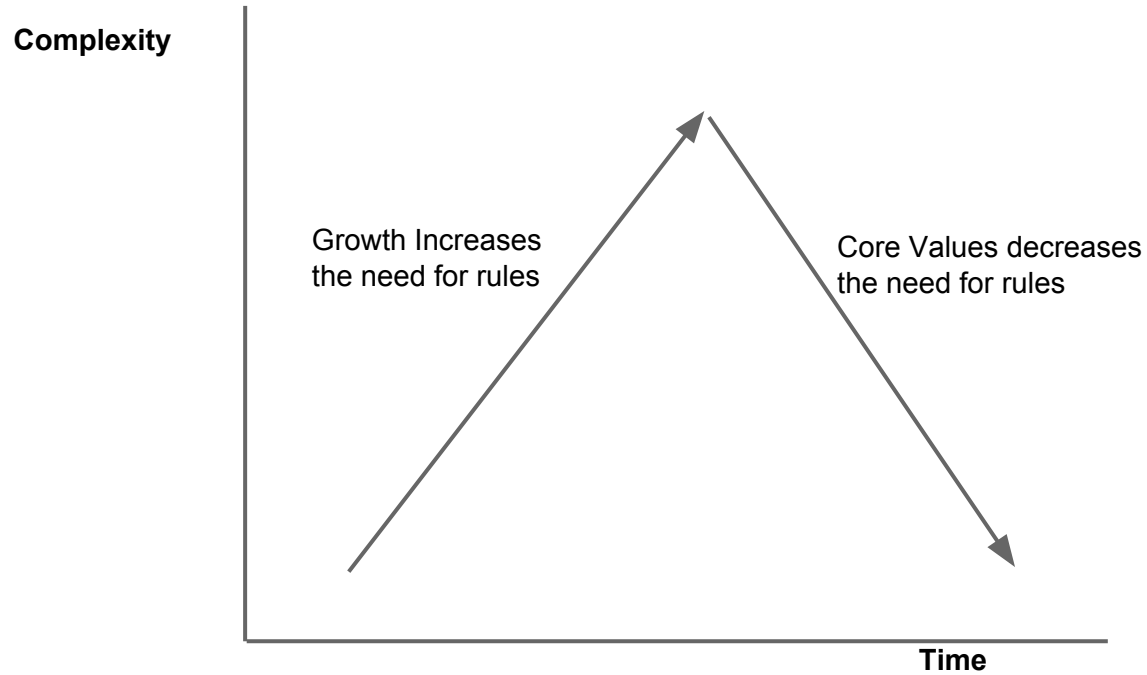
Strong companies are characterised by having - and sharing the same mindset across the organisation.

The employees take active part in developing the business and they have the opportunity to contribute - learning is a natural part of moving forward.

Values contains beliefs, emotions, passion and hopes which are anchored in the culture enabling us to excel!!!!

Why use Core Values?

Rules and Regulations



Process is important

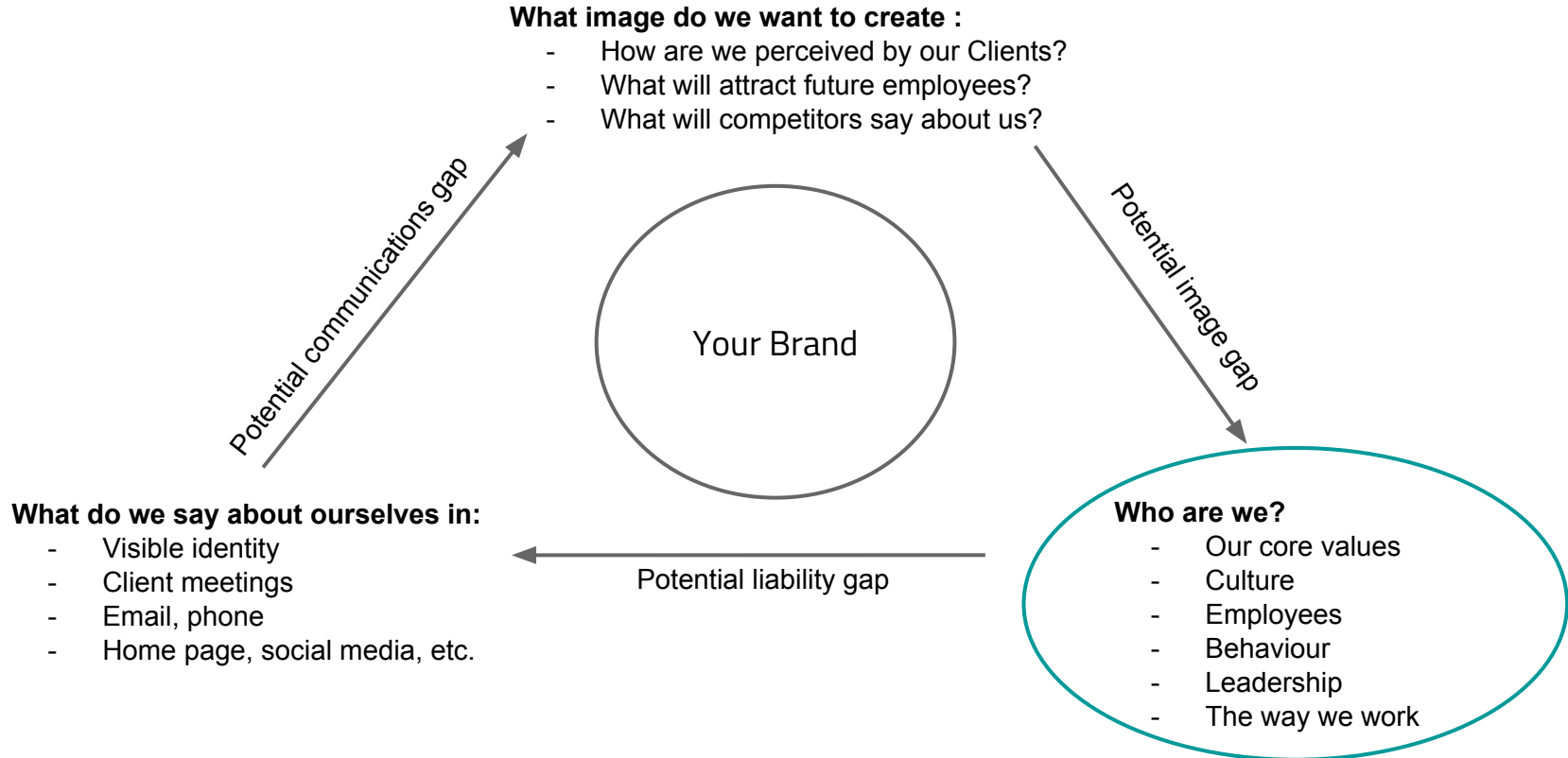
Involvement + engagement = dedication & commitment

How to pick Core Values?

Values in Action

Great employees with a strong set of values create a strong culture leading to a unique brand differentiating us from the crowd....

What creates a strong brand?



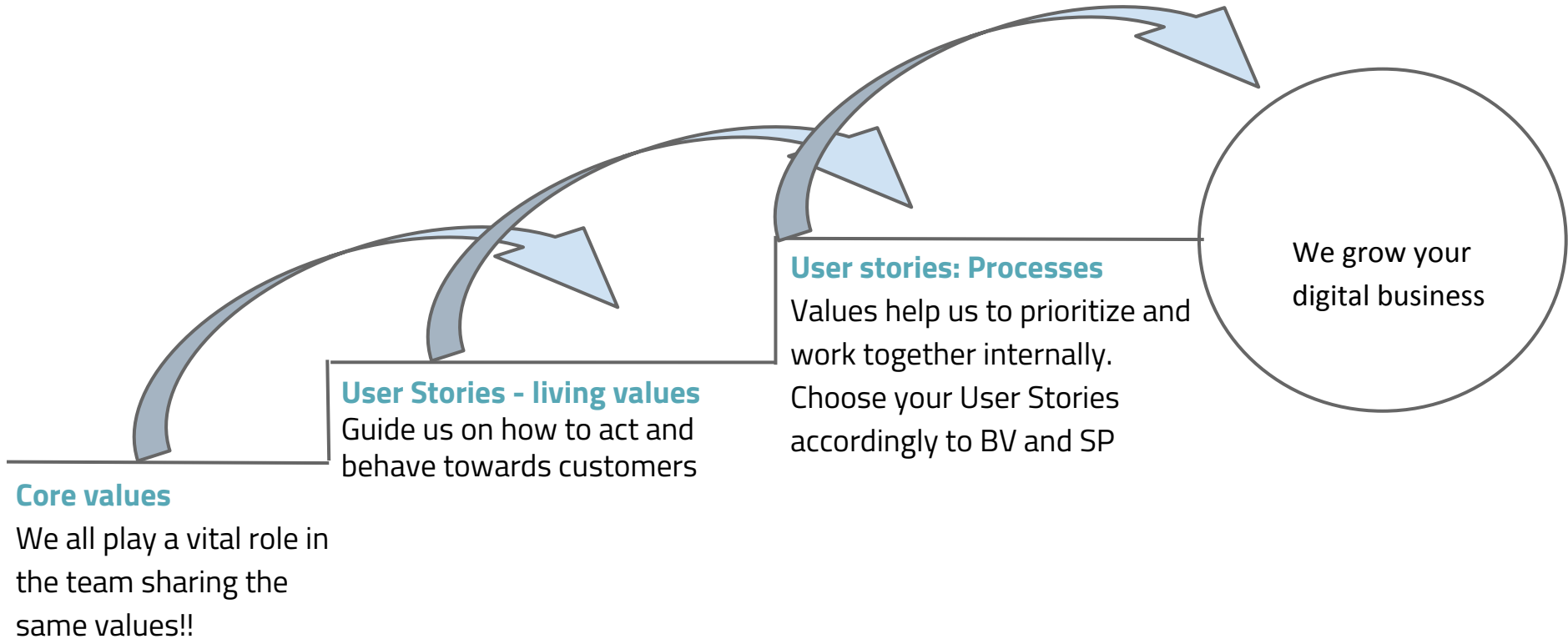
We bring values into action by

- Leaving good impressions on those we work with
- Making values an integrated part of our business
- Relating values to our daily work
- Seeing values as an ongoing process - finding new ways to improve
- Not becoming just another ordinary agency in the crowd...

A strong set of values is key to creating a strong brand!

We work in the same direction - creating value for our customers, because:

- We all play a vital role sharing the same values
- Values guide us on how to act and behave towards customers
- Values help us to prioritize and work together internally



How to work Core Values and keeping them alive?

Core values

Responsibility

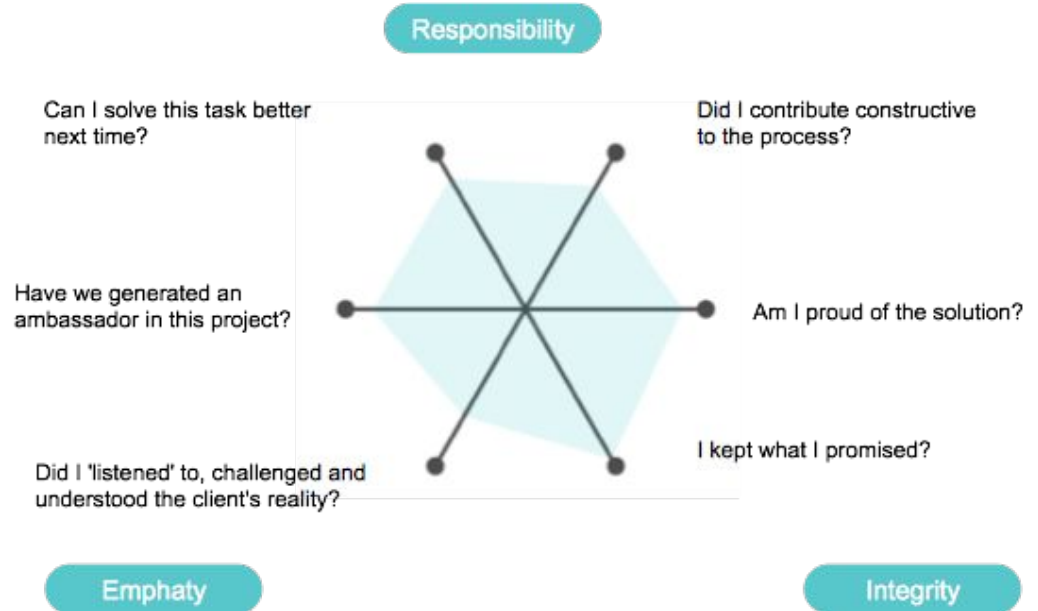
We undertake always an ownership for the tasks we perform. It requires that we constantly develop ourselves, have the desire to challenge the client and will learn from our mistakes.

Empathy

We are curious and ability to always put us into the customer's reality. We meet customers 'at eye level' and any dialogue is about listening, learning and understanding.

Integrity

We have a high level of professional pride, and it requires that we are always true to ourselves. We take great pride in what we do, and it will always mean more than profits.



User Stories about values

Guide us on how to act and behave towards customers



When our clients meet us, they expect to meet the values, we say we represent

The way we treat them, challenge them and work with them is what they will remember us for.

It is all about the impression we leave them with....what image did we create?

?