

---

# Values: building to last

---

How to scale your culture at pace  
with your growth

---

# Introduction to Values: What is success for today?

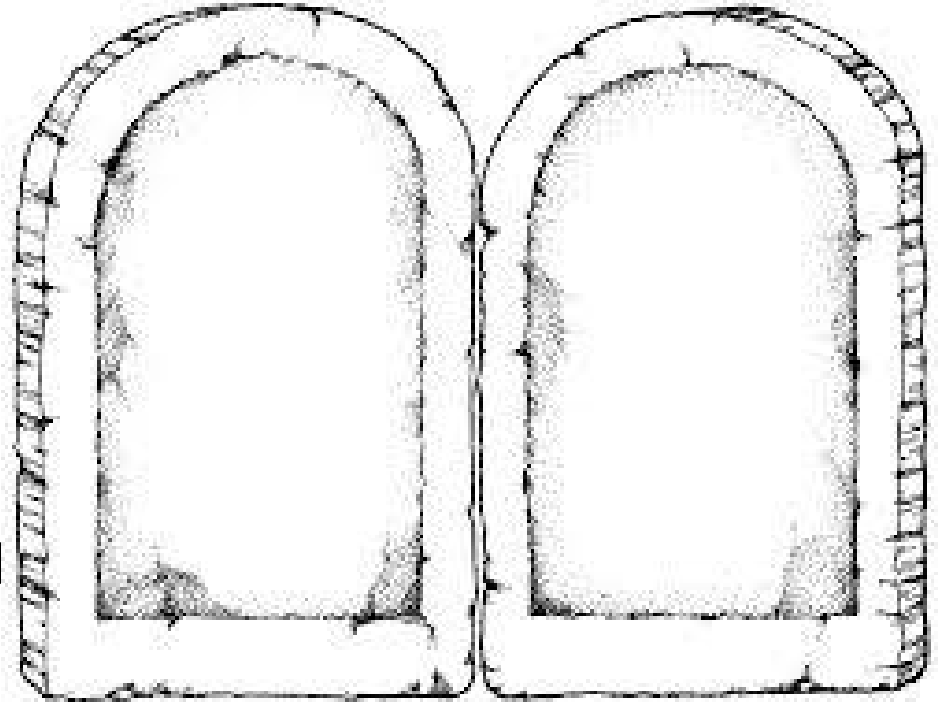
---

- Define your values
  - What you and your team will say yes and no
  - Incorporate them into key operational practices to scale your culture
  - Drive retention, engagement and attract talent that will fit/last
  - What else is important?
-

# Values build the foundation of your culture

---

Values are your core beliefs - they define what is and is not acceptable behaviour and live beyond the time of any one leader



# Values create team alignment resulting in speed and excellence

---

Values are the tie that binds people to your mission to your 'Why'; they create commitment vs. compliance  
e.g.,  
FreshBooks: 'Executive on Extraordinary Experiences Everyday'



# Values enable you to scale and push decision making to your edges

---

When people understand the why behind what's expected that fosters creativity and enable decision making at the edge e.g., Mozilla Firefox Open Source Code base



# Values must drive all key processes which ensures retention and engagement

---

E.g.,

- hiring
- x-factor hires
- onboarding
- performance management
- team norms



# Thank you

---

@micberman

mic@michalberman.com

michalberman.com

647-408-4005

---