

4 WAYS TO HELP EMPLOYEES LIVE COMPANY VALUES

One of the most important business reasons to communicate company values is that you can't train employees on every possible situation that might arise. They're going to have to make decisions on their own from time to time, and values can help guide those decisions.

But just because you have values on the website or on posters in the break room doesn't mean your employees understand how those values relate to their work. They need concrete, actionable examples of how those values play out on the job, and they need to know the company is serious about exercising those values day to day.

Here are four ways to help employees live and breathe the values:

1 Employee spotlights in an internal magazine

In Tribe's experience in developing both print and electronic culture magazines for clients, we've found employee spotlights to be one of the most highly read features in the publication. Our approach is to focus the spotlight articles on how employees have used one or more of the values in their individual jobs. This not only serves as recognition for those employees being featured, it also models that behavior for other employees and helps them understand what it looks like to use those values at work.

2 Conversation guides for managers

If your company holds pre-shift meetings, that's a great opportunity to start some discussions about the values, particularly with any frontline or other non-desk employees who have less access to other channels of internal communications.

Managers, however, often feel awkward about starting these sorts of conversations, or just don't know where to start. Prepare them by developing talking points or conversation guides that explore a range of real-work situations where the values can be applied. For instance, you might create weekly discussion topics that illustrate various ways employees might use the values in their jobs.

3 Recognition programs based on the values

Employees need to know the company is paying attention to those who are upholding the values. By recognizing employees who are living the values on the intranet, at an annual conference, or just in a departmental meeting, management communicates the message that they're serious about the values being important.

4 Including values in performance reviews

As Peter Drucker and many other management gurus have reportedly said, "What gets measured gets managed." If employees know they'll be evaluated on how well they apply the values in their jobs, they're more likely to use those values in day-to-day situations.

Want to see more?

If you're interested in bringing your corporate values to life, Tribe can help. Please reach out to:

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Our core practice areas are:

- + Strategy and Measurement
- + Vision and Values
- + Internal Branding
- + Change Management
- + Recruiting and Retention
- + Training and Development

We also share our expertise through our industry magazine The Tribe Report, monthly Best Practices one-pagers and the GoodCompanyBlog.com.

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