Core Values

The core values of an organization are those values we hold which form the foundation on which we perform work and conduct ourselves. We have an entire universe of values, but some of them are so primary, so important to us that through out the changes in society, government, politics, and technology they are STILL the core values we will abide by.

Communication Accountability Systems Evolvement

PERFORMANCE
HOSPITALITY
We deliver. Bottom line.

Core Values

In an ever-changing world, core values are constant. Core values are not descriptions of the work we do or the strategies we employ to accomplish our mission. The values underlie our work, how interact with each other, and which strategies we employ to fulfill our mission. The core values are the basic elements of how we go about our work. They are the practices we use (or should be using) every day in everything we do.

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Core Values

Among a group of 91 possible factors, personal commitment to an employer's core values is the top driver of employee engagement

- Right Management

TINYpulse

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Importance

Core values form the foundation of everything that happens in the workplace. The core values are powerful shapers of the organizational culture. They also play a defining role in associate motivation and morale.

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Importance

The core values of us as leaders is important in the development of our culture.

We leaders have a great deal of influence in the organization to set the direction and define daily actions therefore must align with the company Core Values.

The executive leaders, managers and supervisors set the tone in establishing the quality of the work environment for people.
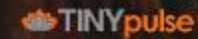
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Importance

88% of those that do know their company's core values reported being engaged at work

- Right Management

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Evolvement

While understanding how important our Core Values are as a company, we decided to evaluate our existing values. We did not want to change the values but we wanted to package those same values in a way to make it easier for all associates to comprehend.

Research has shown that having 3 or 4 solid core vales is far more impactful to associates than the laundry list of values that some companies practice today.

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Core Values

Integrity

Strong Determination

Optimization

Open Source

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Integrity

Being honest and having strong moral principles. Doing what is right in a consistent, balanced and upright manner.

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Strong Determination

Having the willpower, a strong sense of purpose, and being persistent in pursuit of goals. Staying focused and overcoming obstacles, fears and internal conflict.

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Optimization

Assuming proactive responsibility and performing in a superior, consistent, timely and reliable manner, while giving a careful consideration to all options and keeping the major objectives in mind. Working to make the best of anything which results in delivery and accomplishments that meet and exceed goals and objectives.

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Open Source

Allowing team members to express feelings and thoughts while expressing one's personality and talents in a genuine, authentic and inspirational way. Exchanging ideas by communicating freely and enabling each individual to contribute to the success of the organization.

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Hiring Process

Understanding what a cultural fit looks like will help ensure the right people are brought into our organization and a strong culture will perpetuate. Use these values in the interview process.

Ask, "One of our Core Values is Strong Determination. How do you demonstrate Strong Determination?"

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Example

Southwest Airlines is committed first and foremost to the customer experience. About 100,000 people apply to Southwest each year, but only 2-3 percent of the applicants are hired. Southwest strives to hire people that will embrace their company's culture, namely those that are energetic, outgoing and friendly — and of course, customer-focused.

And it impacted their bottom line — Southwest was the only airline to remain profitable after 9/11. Most of the credit is due to Southwest's employees, who continued their customer focus and even presented ideas to management about ways to improve the business.

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