TEAM katanu
By Arclight & Capala
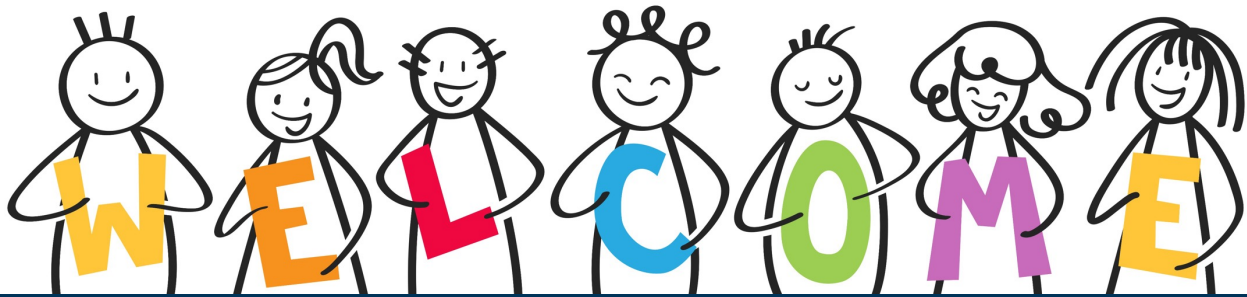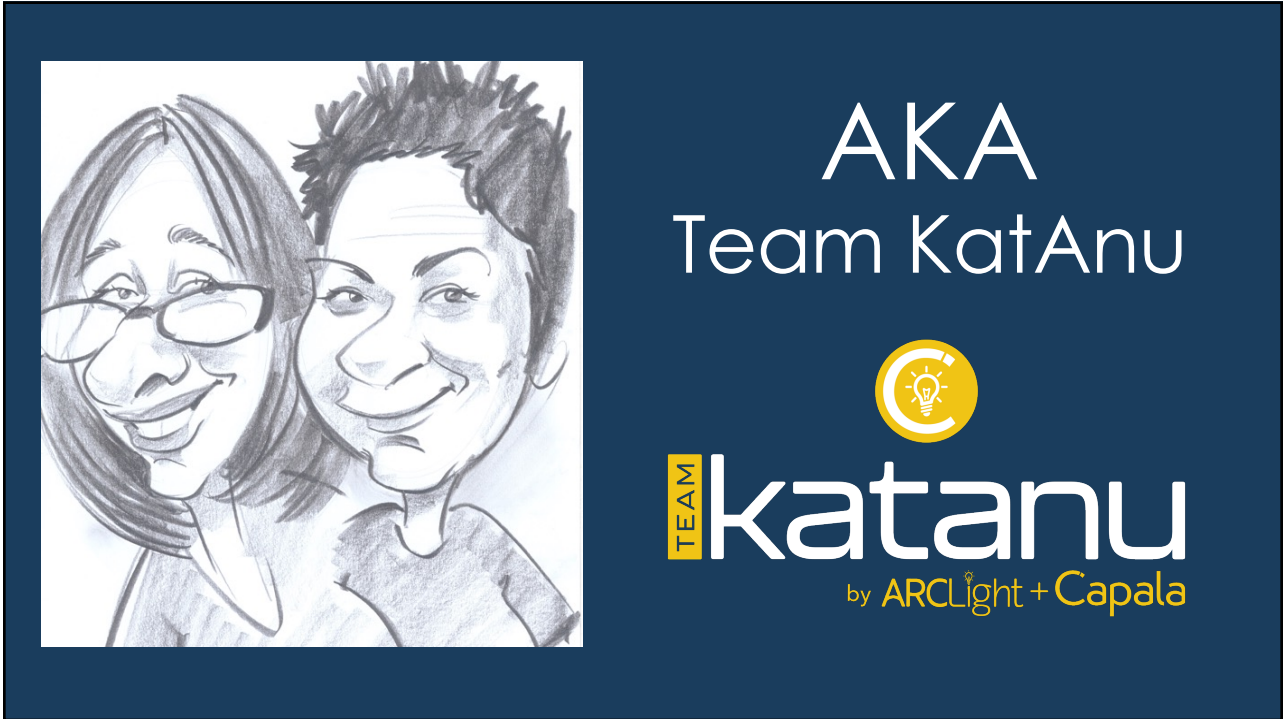
Leading a Values-Based Culture Webinar

WELCOME

TEAM katanu
by ARCLight + Capala

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TEAM katanu
by ARCLight + Capala

Scrum Alliance®

Team katanu
By Arclight & Capala

AKA
Team KatAnu

katanu
by ARCLight + Capala

Mission, vision, and values are interconnected elements that collectively define the identity, direction, and principles of an organization. While they serve distinct purposes, they are interrelated and contribute to shaping the culture, strategy, and decision-making within the organization.

MISSION   VISION   VALUES

Scrum Alliance®

Mission
To advance real-world agility by equipping and inspiring the changemaker in everyone.

Vision
A world where an agile way of working is so universal, it's simply called working.

Values
Courage. Focus. Openness. Respect. Commitment.

Scrum Alliance®

Vision — A world where an agile way of working is so universal, it's simply called working.

Mission — To advance real-world agility by equipping and inspiring the changemaker in everyone

Core Values — Focus, Openness, Respect, Courage & Commitment
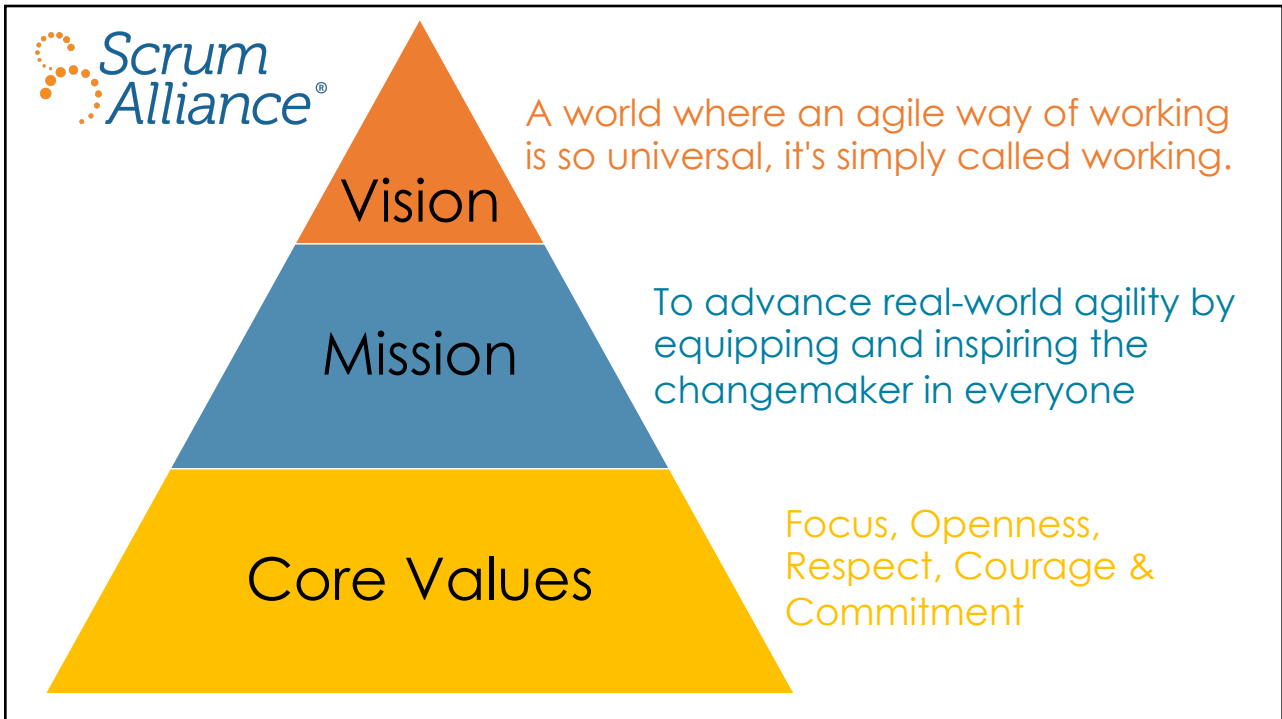
Values determine business success. Competitors can take your ideas, products, employees and customers, but they cannot steal your culture, and a unique culture is what draws employees and customers to your organization and keeps them loyal.

https://www.gallup.com/workplace/406418/company-values-words.aspx

Core Values - The guiding principles that unite a team with a common sense of purpose to achieve shared goals.

- More than 63% of consumers prefer to purchase from purpose-driven brands.
- Highly engaged employees can increase performance by 200%.
- A culture that attracts high-caliber employees can lead to a 33% revenue increase

If you want more customers, better performance, and higher revenue, you need to have a purpose driven culture of engaged employees. And this cannot happen without established core values! 8

https://www.wordstream.com/blog/ws/2021/06/09/company-core-values

3 Things to Embed Values Into a Culture

01 Set the tone at the top -- lead by example.

02 Validate and assess values and culture through ongoing story collection and sharing.

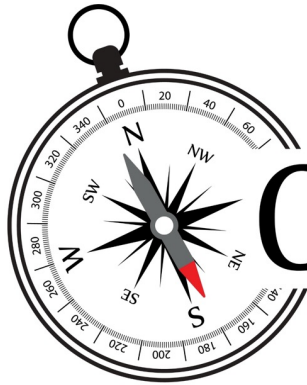**03** Reinforce and hold everyone accountable for your values and culture.

https://www.gallup.com/workplace/406418/company-values-words.aspx

OUR CORE VALUES

#3 - Reinforce and hold everyone accountable for your values and culture

![Team Katanu by Arclight & Capala logo]

Leaders define and reinforce the core values that represent the organization

CORE VALUES

Core Values

Grab some paper....

What are your organization's core values?

![Team KatAnu logo](by Arclight & Capala)

4 Ways to Lead a VALUES Based Culture

1. Have your team score themselves (organization) around the core values

LIVING OUR VALUES EVERYDAY
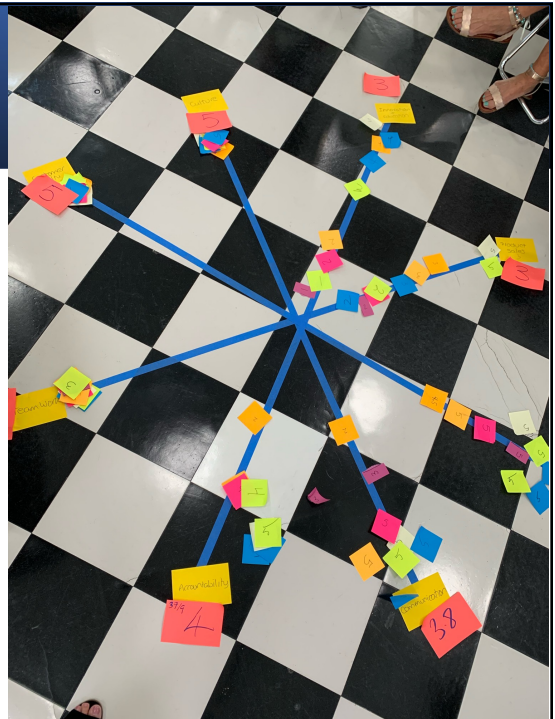
How are we doing living our core values?

1 - Not Good
5 - Great

- **Uniqueness** - Striving for Uniqueness
- **Authenticity** - Be fearlessly authentic
- **Innovation** - Explore the Possibilities
- **Teamwork** - Having FUN with everything we do!
- **Trust** - Have courage & trust to try new things
- **Impact** - We make an impact

Scoring Core Values

- Each Team Member Score Each Value
- Average Each Core Value Score
- Do you notice anything?

					Averages
Focus					
5	5	5	4	5	4.8
Openness					
4	4	4	4	4	4
Respect					
3	3	3	4	2	3
Commitment					
3	3	4	3	3	3.2

Exercise Time

How would you score your organization around living its core values?

2. Team Member Check-In

They exhibit the core value most of the time	+
Sometimes they exhibit the core value and sometimes they don't	+/-
They don't exhibit the core values most of the time	−

	Collaborative	Positive energy	Empathy	Thorough and focused on quality	Open to change	Build people
Team Member A	+	+	+	+	+	+
Team Member B	+	+	+	+/-	+	+
Team Member C	+	+/-	+	+	−	+
Team Member D	+	+	+/-	+	+	+
Team Member E	+	+	+	+/-	+	+
Team Member F	+/-	+	+	+	+	+
Team Member G	+	+	+	+	+	+/-

Team KatAnu — By Arclight & Capala

Use core values in 1:1's with team members….

Team Member:	What's going well?	What's not going so well?	What do you want to do differently?
Collaborative			
Positive energy			
Empathy			
Thorough and focused on quality			
Open to change			
Build people			

Exercise Time

How would you rate your team members/boss or peers?

+

+/-

-

3. Segue questions around values

What is your favorite Core Value?

Using Core Values as Ice Breaker / Segue Questions

- Give an example of how you showed one of our core values last month?

- What core value did you struggle with last month?
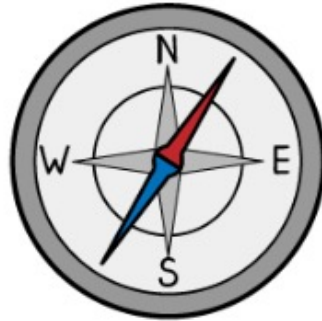
Exercise Time

Which of your core values did you live most this week?

4. Coaching to Core Values

When a team member comes to you with a problem? Ask them:

1. Where does this fit in our core values?

2. What do you think you would like to do about it / do to resolve it?

OUR CORE VALUES

YOUR CORE VALUES ARE LIKE A COMPASS.
A USEFUL TOOL TO HELP YOU MAKE DECISIONS.
UNSURE WHICH DIRECTION TO GO?
CONSULT THE COMPASS TO INFORM YOUR CHOICE.

https://mindfulambition.net/values/

Reinforce and hold everyone accountable for your values and culture

OUR CORE VALUES

1. Scoring Core Values
2. Team Check-In
3. Segue Questions
4. Coaching to Core Values

What are you taking away from this webinar?

Connect with us

Follow **Team KatAnu** on Facebook & LinkedIn
Get our newsletter | www.katanu.com

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"Values are like fingerprints. Nobody's are the same, but you leave 'em all over everything you do."
Elvis Presley