Core values

How defining and living by them strengthened our agency.

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Defining mission, vision, values

- Mission
  - The now
  - What you do – your business objectives, why you exist

- Vision
  - The future
  - What you aspire to be

- Values
  - Your organizational principles/ethics

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Clarity of mission, vision, values

- Are they easy to remember?

- Do they represent the now, the future and the ethos of your organization?

- Do they truly guide your decisions?
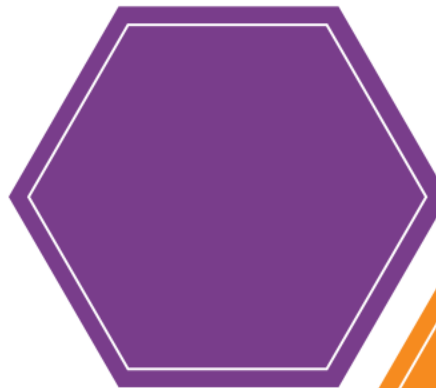
How we live by our values

- Hiring
  - Initial questions in interview align with each of our values

- Evaluation
  - Do you meet that value, not meet that value or are somewhere in between

- Firing/separation (vendors and clients too)
  - If you don't align with our values, we can't work together

- We talk about them

- They are part of onboarding

- They are posted in numerous places in our offices

How they make us better

- We have better hires

- We have fewer mistakes

- We produce a high volume of work with a smaller team

- Our vendor relationships give us deliver great results to clients

- We treat clients and vendors consistently no matter who is talking with them.

- We don't take ourselves too seriously.

- We have clarity on who we are and what it is like to work for Dot Org

How do you get there?

If you don't define your culture, it will define itself

- What do you value as an organization?
  - Work environment
  - Behaviors – what do you want people to model?
  - Team – staff, board, volunteers, partners
  - The way you serve people
- What do your team members value in others and in their relationships?
- Group activity – See what comes out

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Questions