

# Ep 122: 4 Ways to Rollout Company Values

## How to successfully implement the values you've created

- Nominate the right cultural and department representatives.
  - This is not design by committee but does require buy-in from the start. In order to do that, you have to first have support at the ownership level, but quickly after that, you have the right people manage the development and rollout process. Note: these people do not have to be on the leadership team. Sometimes they are, sometimes it is better to have folks with the pulse on the culture/cultural influence.
  - The key is to ensure you have representation from all relevant departments. Which are the lead departments in the organization? Concentration of employees? Handle the bulk of the work?
  - No more than 3-5 people. Too many = diminishing returns in speed and decision making.
  - Criteria:
    - Pulse on the culture/looked to for this role- people follow their lead.
    - Believer in the value of company values and understand the role they should play.
    - Ability to synthesize themes and then get creative (not just stop at the surface- integrity, authentic, etc.)
    - Passion for the culture of the organization and its potential.
- Involve as many people as possible in the process.
  - While we suggest only 3-5 for the key developers and decision makers, the more of the organization you can involve along the way, the better. That way, people already feel a part of it.
  - You can do this in a variety of ways: brand ambassadors (responsible for the doing of the plan once the values are developed), internal surveys on what the values are (looking for themes), people to plan aspects of the rollout, etc.
  - When people are asked for input, they follow along easier. When they feel blindsighted, they do not.
- Create an engaging launch strategy.
  - Buy in from leadership. (Especially to establish budget)
  - Build a robust plan that addresses:
    - How will the values be rolled out? Will you have events? How many? (one value per week for 6 weeks)
    - Who is going to introduce the values? (good way to bring people together that don't normally work together)
    - What swag is going to be created? (what are the most valuable things that will be visible and that people will use- notebooks, screens, wall mural, coffee mugs for all office replaced)
    - What is the timeline? (do not go away from the timeline)
    - What is the budget? (approved by leadership)
- Develop a post-launch strategy and evaluation process.
  - How will you continue to evaluate progress? (continued roll of the oversight and brand ambassador teams)
  - Ask for feedback on events, how values are taking hold (every other month, then quarterly) and what suggestions people have for keeping them fresh.
  - Where possible, integrate into company practices- how you hire (and fire), how you review
  - New company practices- monthly reward voted on by peers, one winner of all at year end.

