



ACTIONS TO MAKE PURPOSE, CORE VALUES, BHAG AND BRAND PROMISE ‘ALIVE’ IN THE ORGANIZATION

ACTION / ACTIVITY	OWNER
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Examples of Actions:

1. Post CP, BHAG, CV & BP throughout office (posters, raised letters, painted on walls, window decals, etc)
2. Add CP & CV to email signature of all employees
3. Print CP & CV on business cards
4. Create thank you cards with CV
5. Share CV stories in huddle
6. Start all meetings with CP and CV
7. Have a CV of the week to focus and discuss
8. Implement CV into all HR processes (hiring, scorecards, reviews, exit surveys)
9. Name conference rooms with CP and/or CV
10. Record a CEO video explaining the CP, BHAG, CV & BP
11. Create a Core Values Grid (CV, What it means, How you live it, What's the impact)
12. Create company garments with CP and/or CV (t-shirts, golf shirts, hats, jerseys, jackets, etc)
13. Swag with CP and/or CV (Koozies, key chains, mugs, cups, pens, pencils, clocks, bottle openers, etc)
14. Include CP, CV and BP on website
15. Praise always includes reference to CP and/or CV
16. Employee handbook includes CP, BHAG, CV & BP
17. Print on internal materials (invoices, checks, etc)
18. Create a jingle/song/rap based on CP and CV
19. Name an office pet after CP and/or CV (dog, cat, bird, fish)
20. Handout temporary tattoos with CP and/or CV
21. Bell/gong to ring when CV's are found in action
22. Prizes related to specific CV's
23. Paint CP and/or CV on building or roof
24. Dedicated parking spot for CV award/winner
25. Charity/mission events that reinforce/tie to a specific CV

Examples of Actions:

1. Survey customers/vendors at the end of an office visit to see if they saw the CV's 'alive'
2. Establish a company award based on CP and/or CV
3. Create a CV "Hall of Fame" with stories/legends/videos
4. Engrave CV into cornerstone/floor of building
5. Include CP, BHAG, CV & BP on lanyards, entry cards, etc
6. Answer the phone/On-hold greeting with CP and/or CV
7. Screensaver on computers with CP, BHAG, CV & BP
8. Host company 'holidays' or events based on CV
9. Execute quarterly themes to promote CP and/or CV
10. Label equipment with CV (tools, vehicles, computers, phones, copiers, etc)
11. Name Wi-Fi network with CP or CV
12. Employee/customer newsletter named after CV
13. Employees sign CP and CV Code of Ethics agreement
14. Include CV questions in employee/customer survey
15. Write a book telling the story of the CP, BHAG, CV & BP
16. Write a 'Painted Picture' with vision of the BHAG
17. Host meetings to brainstorm ideas and strategies about how to accomplish the BHAG
18. Display a meter/counter towards reaching BHAG
19. Have employees create personal BHAG's