

Living company values

Many organizations strive to be value driven; to create an environment where people intuitively know how to act in line with the core values.

Corporate values are selected in an attempt to capture the essence of the culture. Ideally they provide guidance for people's daily work. However, building a strong corporate culture is quite a challenge.

Deciding on a set of corporate values that support the strategy is one thing. Creating alignment around these values, throughout the organization, is quite another.

Company-wide dialog

Part of the solution is to ensure that the right conditions are in place; e.g. performance measures and reward systems that support desired behaviors. In parallel, the relevance of the corporate values for people's daily actions needs to be clarified and revisited – repeatedly.

One way to do this is to engage leaders and key people in a process of identifying what the values actually mean in practice. The purpose is to create a common understanding and ownership of the message.

After that, it's about engaging everybody in the organization. People need opportunities to discover for themselves how the values link to their daily work. Invite them to a company-wide dialog, facilitated by leaders of the organization. Let people discuss and explore the reasoning behind each value; what it means in terms of behaviors and decisions in daily situations.

Allow for dialog and reflection: Is this specific behavior, in this situation, in line with, or not in line with our values? Why? What's the potential impact on our business?



Supporting tools

To support a dialog over time, engaging people in the business and in making change happen, Celemi develops hands-on tools. Team-based learning activities and business simulations guide people through a journey of learning and change – at events, seminars, weekly meetings or on-the-job. Media and formats may include WorkMat™ series, business simulations, cases, films, interactive Power Point presentations and e-Learning.

The journey is based on a storyline, including step-by-step learning activities – as well as links to internal communication pieces such as news on the intranet, letters from the CEO, e-mails and presentations with business updates.

The Power of Learning

Our philosophy, The Power of Learning, is at the heart of all Celemi learning solutions. Common characteristics of a Celemi solution include:

- Interactive and participant driven
- Fun and engaging
- Managers often act as facilitators; the process becomes an integral part of leadership.
- People work in teams of 3-4 people, and multiple teams can participate simultaneously.
- With a cascading implementation, you can reach large numbers of people in a short period of time.

About Celemi

Since 1985, Celemi helps companies manage the human side of change – moving people and organizations to higher levels of performance. With offices in Sweden, the US, China and Singapore, as well as partners in more than 70 countries worldwide, Celemi serves clients such as Airbus, Baxter, BASF, IKEA, Schneider Electric, Siemens and Skanska across the globe.

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