



# Defining & Sustaining a Values-Based Culture

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The Foundation of Intentional Culture



Helping Organizations  
Redefine and Pursue Wellness

# Zombie in the Workforce?

How would you describe a “Zombie in the Workforce?”



# Objectives

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- 01** Discover the greatest detriment to employee engagement
- 02** Learn how to intentionally develop a differentiating culture
- 03** Assess values and culture in the midst of a crisis

# Approach



- 01** **Gather** – Set the context and deliver training on the approach
- 02** **Expand** – Provide access to related content and learning opportunities
- 03** **Apply** – Complete assignment to apply steps within your respective team
- 04** **Receive** – Provide forum to receive feedback and solicit support



# Hypocrisy





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Eliminate unintended hypocrisy...



## Values

1. Collectively brainstorm the values of the organization
2. Group and refine similar or “like” values
3. Categorize as “right-to-play,” “core,” and “aspirational”
4. Vote on to 3-5 values that serve to differentiate the organization
5. Draft a brief description of each core value and how it applies



# Reflection and Discussion

1. What are the values of my team or organization?
2. How do those values differentiate my team or organization?
3. How are our values demonstrated in response to the pandemic?

Right to Play

Core

Aspirational



# CEEK's Core Values

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## Core Values: We CEEK to Be ePIC™

We encourage everyone to embrace Passion, Integrity, and Creativity (ePIC) to reach objectives and realize personal fulfillment.

### PASSION

We work with clients and partners who are passionate about serving others to achieve goals. Passion translates to an inspired, motivated work force that works for our clients and finds personal fulfillment in doing so.

### INTEGRITY

CEEK values integrity-the wholeness and workability of every individual within a healthy, balanced workforce. We pursue innovative, creative solutions to reinforce the healthy minds, bodies, and spirits of our colleagues.

### CREATIVITY

We value innovative leaders who challenge norms and consider counter-intuitive options. We value creativity as a way to encourage humor and fun in how we do what we do.





# Next Steps



## GATHER

1. Register for the next webinar in our series on culture
2. Revisit learning via materials at landing page



## EXPAND

1. Visit exclusive landing page for related content
2. Consider a CEEK workshop for training or support



## APPLY

1. Assess & categorize your team's values
2. Engage your team to review, define, or update your core values



## RECEIVE

Email me directly with questions or requests for feedback and/or support of your efforts to define the culture

Visit our exclusive landing page at: [www.ceekllc.com/culture](http://www.ceekllc.com/culture)

# Join us next week...

Register at: [www.cekllc.com/webinars](http://www.cekllc.com/webinars)



15 Wed  
Apr

The Foundation of Intentional C...

[More Information!](#)



22 Wed  
Apr

Behaviors that Reinforce

[More Information!](#)



29 Wed  
Apr

Rituals that Fortify

[More Information!](#)



06 Wed  
May

Communicating for Clarity

[More Information!](#)



13 Wed  
May

Training and Coaching to Fortify

[More Information!](#)



20 Wed  
May

Hiring for the Right Fit

[More Information!](#)



27 Wed  
May

Measuring to Assess the Impact

[More Information!](#)

Wed, Apr 22 | <https://zoom.us/j/2113952169>

## Behaviors that Reinforce

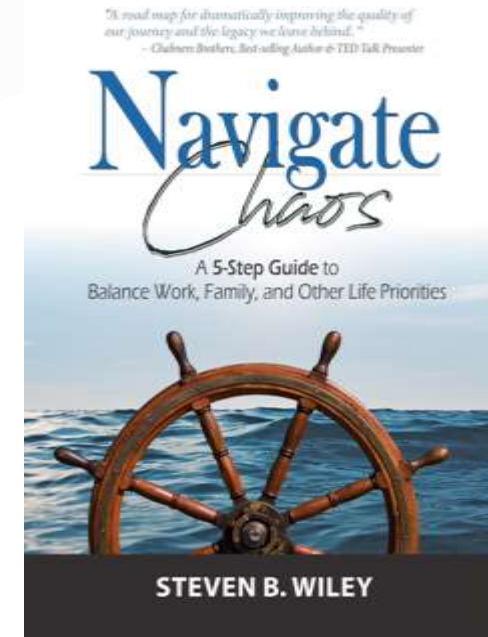
Perhaps your team has a defined set of core values. However, few teams have a shared understanding of what they mean in terms of expected behaviors in service to your clients, colleagues, and community. CEEK will challenge you and your team to clarify the behaviors that reinforce your values.

[Register Now](#)





CEEK a Better Way®



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