

# Playing Rules/Core Values / Culture Statement/Guiding Principles ...whatever you want to call them.

## What are your standards?

Your Playing Rules are the guidelines you agree to as a team that define how you play the game. When you have these in place, each player on the team can guide their own behavior in a way that creates alignment and a level of harmony – setting a foundation for outstanding teamwork.

Have Playing Rules does not eliminate friction, but will serve as a frame work to resolve differences.

Your Playing Rules will be a benchmark for decision making, choosing new team members, and upholding a standard that everyone is accountable to. It makes you who you are as a company and team.

### **Questions to guide you.**

1. What are the best characteristics of your team (or individuals) that lead to your best work?
2. What values do you have that make your team stand apart?
3. What are the behaviours or characteristics that you don't want on your team? (elicit the opposite)
4. If you were looking for a new team player, what values would they have to have to be an A player?

# Some Examples

## **Four Seasons Hotels**

“The Golden Rule – do unto others as you would have them do unto you”

## **Keith Cunningham**

1. Do the right thing
2. Give it your best
3. Show people you care

## **Zappos Core Values**

As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by:

1. [Deliver WOW Through Service](#)
2. [Embrace and Drive Change](#)
3. [Create Fun and A Little Weirdness](#)
4. [Be Adventurous, Creative, and Open-Minded](#)
5. [Pursue Growth and Learning](#)
6. [Build Open and Honest Relationships With Communication](#)
7. [Build a Positive Team and Family Spirit](#)
8. [Do More With Less](#)
9. [Be Passionate and Determined](#)
10. [Be Humble](#)

## **Southwest Airlines**

### **Live the Southwest Way**

Warrior Spirit

Servant's Heart

Fun-LUVing Attitude

### **Work the Southwest Way**

Safety and Reliability

Friendly Customer Service

Low Costs

## Toyota

### 1. Challenge

At Toyota, we maintain a long-term vision and strive to meet all challenges with the courage and creativity needed to realize that vision.

### 2. Kaizen

Kaizen means striving for “continuous improvement. As no process can ever be declared perfect, there is always room for improvement.”

### 3. Genchi Genbutsu

Genchi Genbutsu involves “going to the source to find the facts to make correct decisions, build consensus and achieve goals.”

### 4. Respect

Toyota respects others, makes every effort to understand others, accepts responsibility and does its best to build mutual trust.

### 5. Teamwork

Toyota stimulates personal and professional growth, shares opportunities for development and maximises individual and team performance.

## GE

- Honesty
- Fairness
- Sincerity
- Openness
- Professionalism

## Maple Leaf Leadership Values

### 1. Do What's Right

By acting with integrity, behaving responsibly, and treating people with respect

### 2. Deliver Winning Results

By expecting to win, owning personal and collective accountability to deliver; taking appropriate risks without fear of failure while challenging for constant improvement

### 3. Build collaborative teams

By attracting only the best people, serving, recognizing and rewarding their development and success; fostering a collaborative and open environment with the freedom to disagree but always making timely decisions and aligning behind them

### 4. Get things done in a fact based, disciplined way

By seizing the initiative with the highest level of urgency and energy; meeting all commitments responsibly while being objective, analytical and using effective process

**5. Learn and Grow, Inwardly and Outwardly**

By being introspective personally and organizationally, freely admitting mistakes or development needs; deeply understanding and connecting with consumers and stakeholders globally as a primary source of learning and growth

**6. Dare to be transparent, passionate and humble**

By having the self-confidence and courage to be completely candid and direct; willing to communicate openly in a trusting manner; acting with passion, conviction and personal humility, especially when delivering winning results

## Other Suggestions for Core Values

1. **Accountability**- Responsibility of our actions that influence the lives of our customers and fellow workers.
2. **Balance**- Maintaining Healthy life and work balance for workers.
3. **Collaboration**-Collaborating within and outside the company to give the best.
4. **Commitment**-Commitment to roll great product, service and other initiatives that impact lives both within and outside the organization.
5. **Community**- A sense of responsibility and contribution to society that define our existence.
6. **Consistency**-Be consistent in offering the best for wonderful experience.
7. **Diversity**- Respecting the diversity and giving the best of the composition.
8. **Efficiency**- Being efficient and effective in our approach to give best solution each time.
9. **Empowerment**- Empowering the employees to take initiative and give the best.
10. **Fun**- Having fun and celebrating small successes in our journey to achieve big.
11. **Innovation**- To come out with new creative ideas that have the potential to change the world.
12. **Integrity**-To act with honesty and integrity without compromising the truth.
13. **Leadership**- The courage to lead from front and shape future.
14. **Ownership** - Taking ownership of the company and customer success.
15. **Passion** - Putting the heart and mind in the work to get the best.
16. **Quality**-Giving the best and unmatched results for all round satisfaction.
17. **Respect**-Giving due respect to self and others and maintain the environment of team work and growth.
18. **Risk Taking**- Encouraging self and others to take risk for a bright future.
19. **Safety**- Ensuring the safety of people and making sure to give them trouble free experience.
20. **Service Excellence**- Giving the best and world class service and achieving excellence each passing day.