

Values Statement



Values Statement

- Essential and enduring tenants of the district
- A small set of guiding principles that require no external justification
- Have intrinsic value and importance to those inside the district
- They define for us what we stand for
- So fundamental and deeply held that they will change seldom, if ever

Values Statement

- Largely independent of the current environment, regulation requirements, or management fads
- Intended to guide and inspire
- Can be understood by looking inside, not by looking at the external environment
- Cannot impose new values or purpose on others

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- Aspirations of values are more appropriate as part of your envisioned future or as part of your strategy
- How we do things and with whom we do it
- A visitor could infer our values from the operations and activities of the district without ever reading it on paper or meeting a single faculty member or administrator

Values Statement

Nordstrom's

- Service to the customer above all else
- Hard work and individual productivity
- Never being satisfied
- Excellence in reputation
- Being part of something special

Values Statement

Sony

- Elevation of the Japanese culture and national status
- Being a pioneer – not following others; doing the impossible
- Encouraging individual ability and creativity

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Disney

- No cynicism
- Nurturing and promulgation of “wholesome American values”
- Creativity, dreams, and imagination
- Fanatical attention to consistency and detail
- Preservation and control of the Disney magic

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Harvard

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in all dealings
- Conscientious pursuit of excellence in one's work
- Accountability for actions and conduct in the workplace

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United States Marine Corp

- Honor
- Courage
- Commitment

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Contrasting Examples

- Customer Service – Nordstrom's, not Sony or Disney
- Preservation and Control of the Disney Magic – Disney, not Nordstrom's or Sony
- Being a Pioneer – Sony, not Nordstrom's or Disney

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Questions?