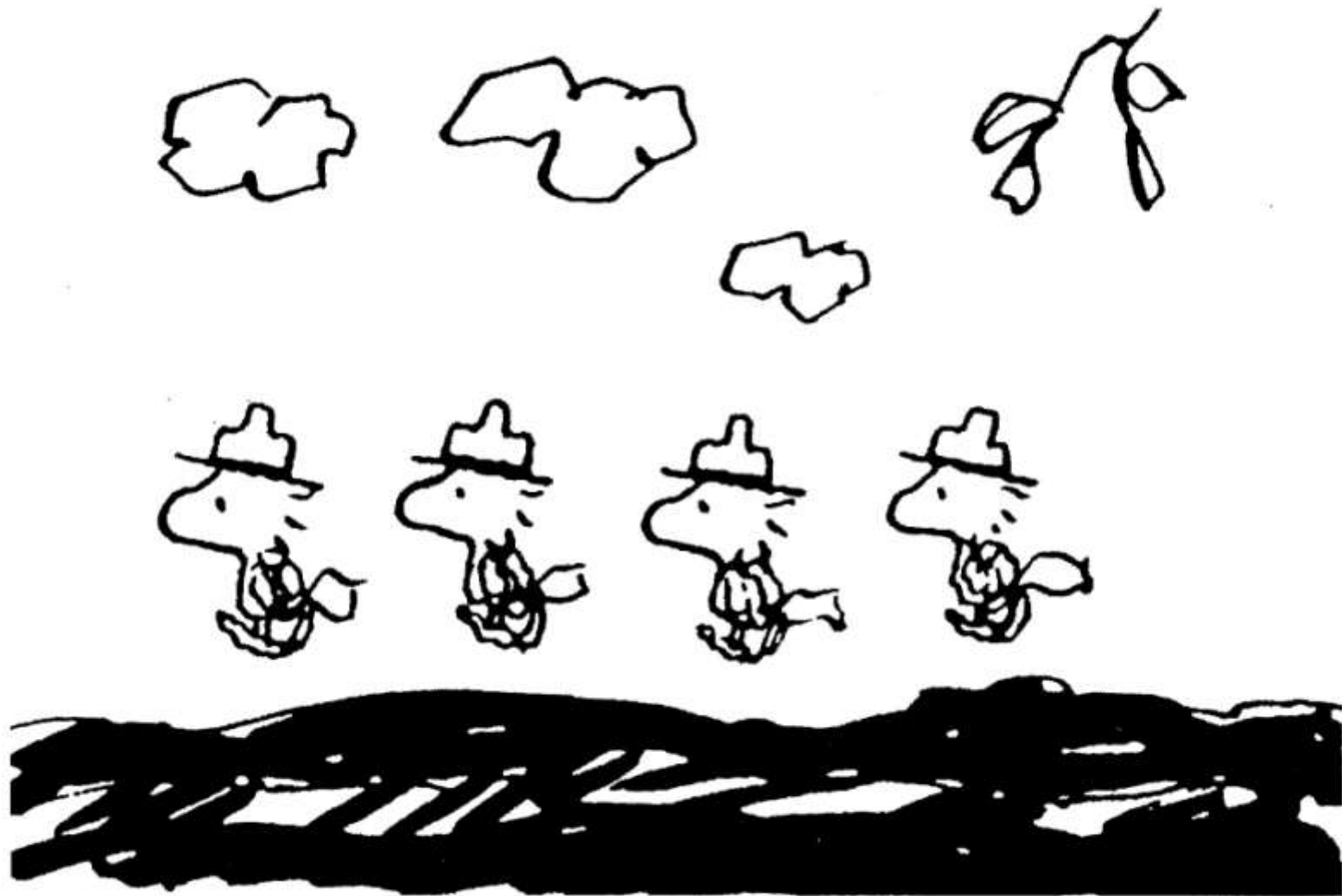


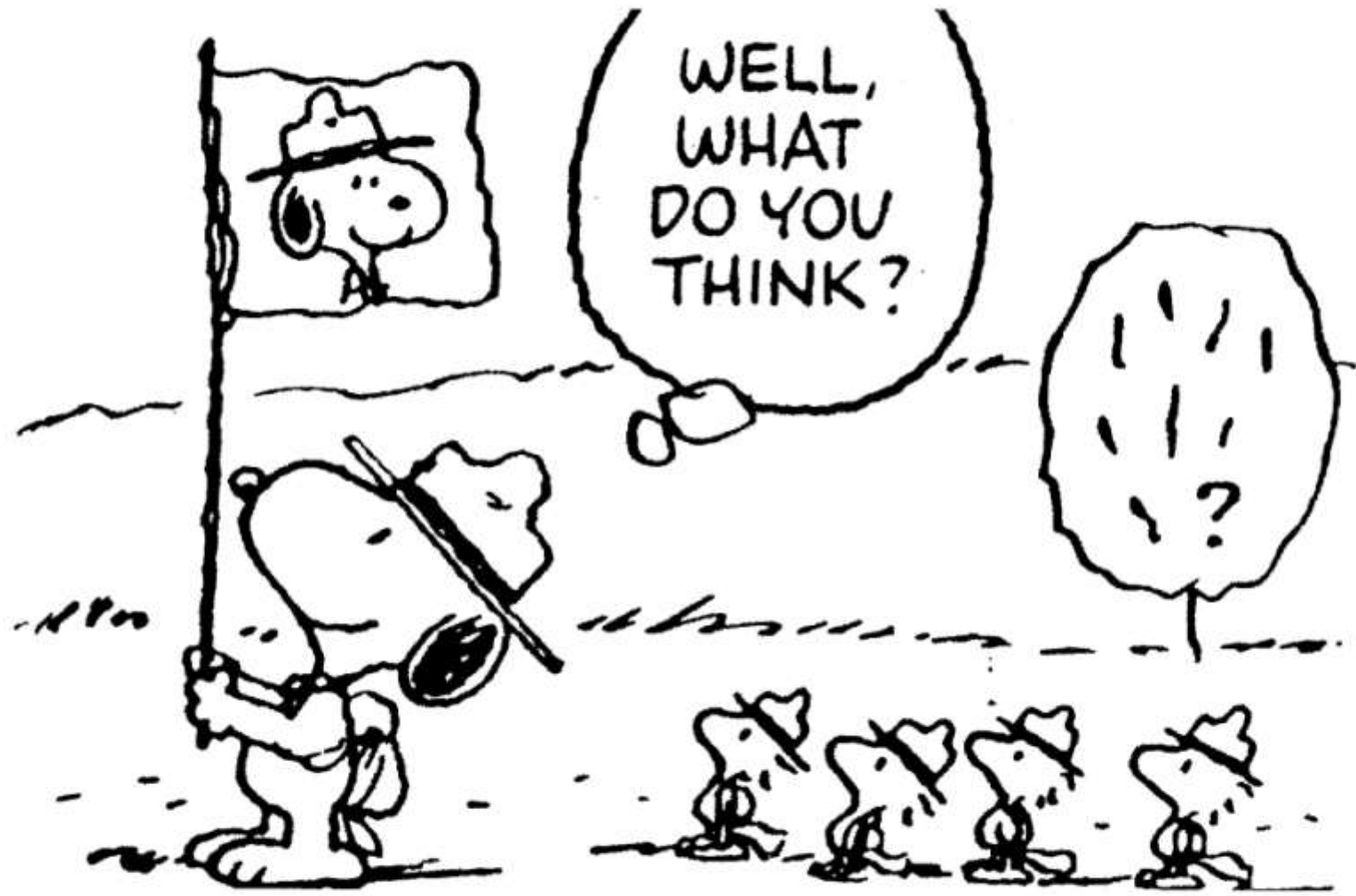
Culture

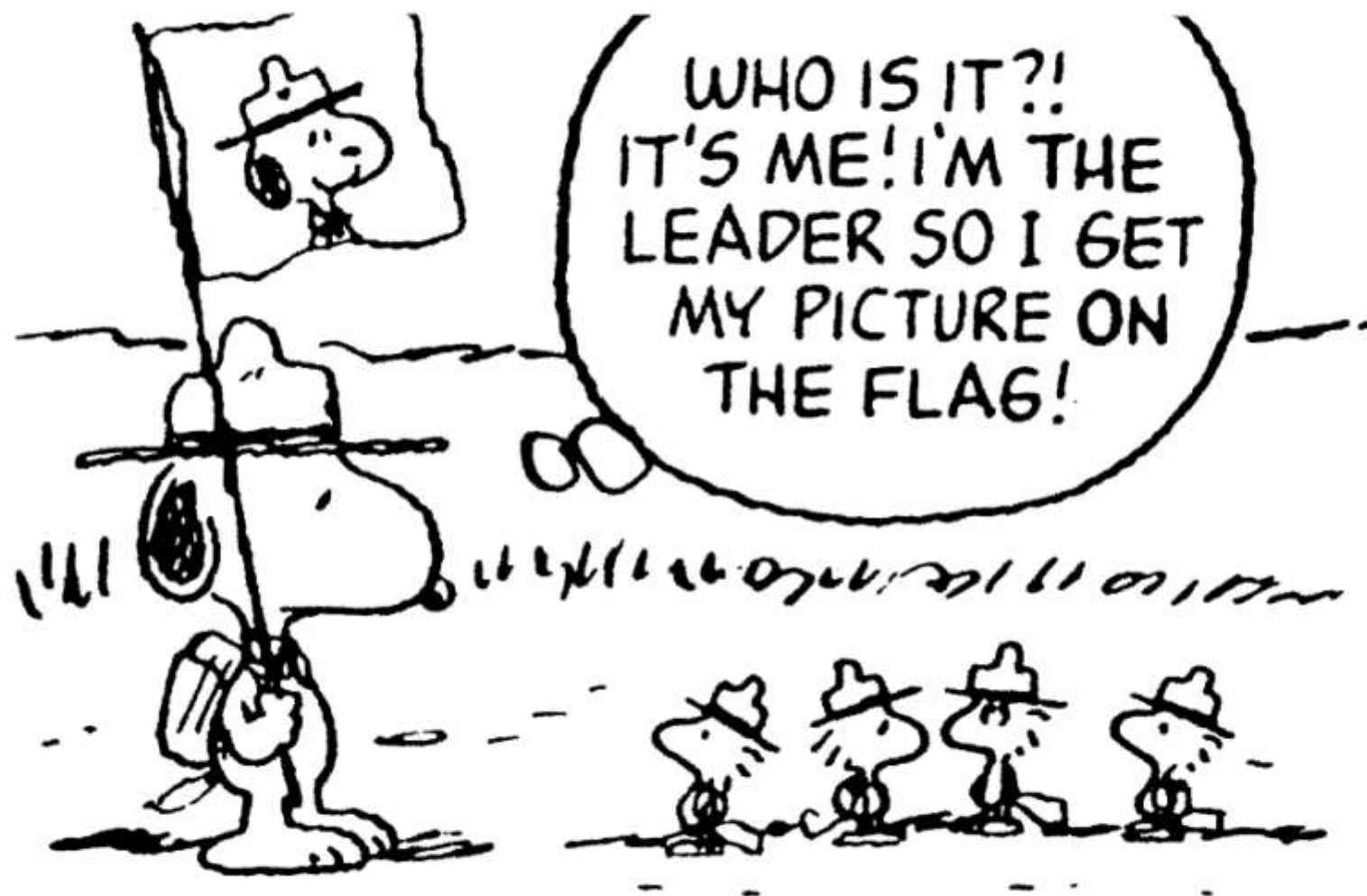


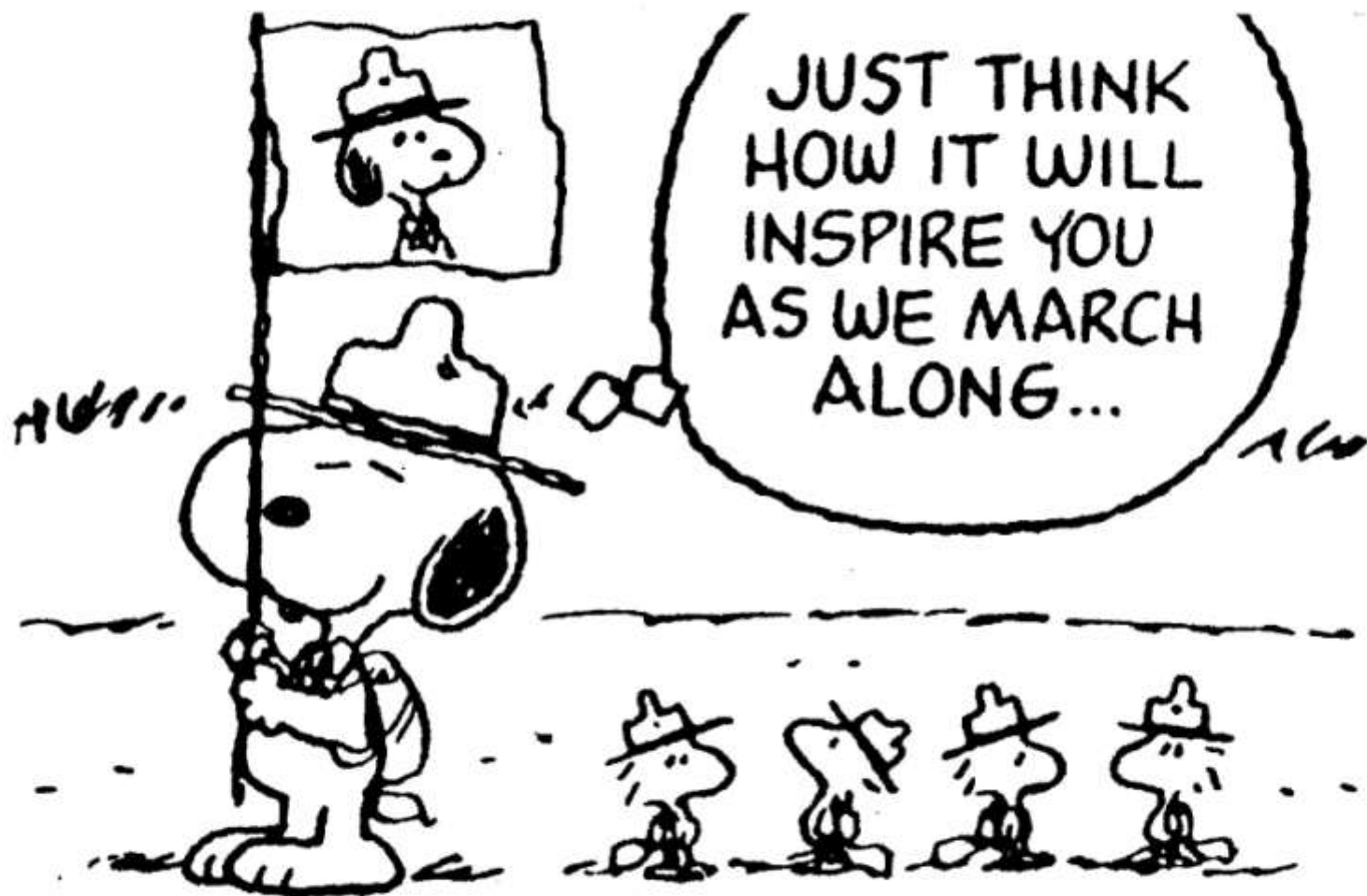
**CULTURE EATS STRATEGY FOR BREAKFAST
~ PETER DRUCKER**

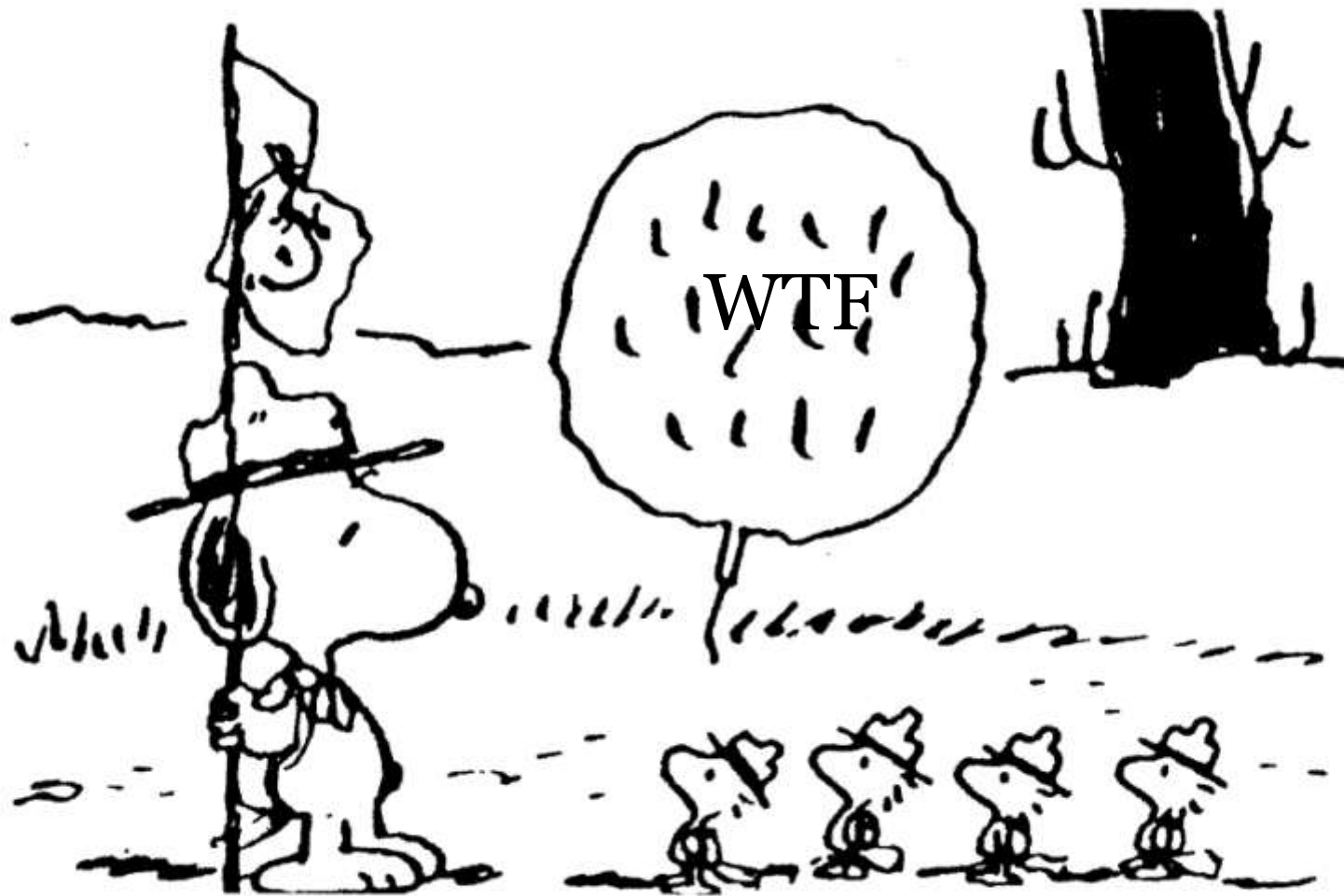












ALL RIGHT, DOES ANYONE
HAVE A BETTER IDEA?



Culture Defined



- Technology and **behavior** of a set of people

Culture Defined



- Technology and **behavior** of a set of people
 - ✦ Vision, Mission, Values

Vision



**IF YOU AREN'T PASSIONATE ABOUT A
VISION, IT'S HARD TO HAVE FAITH IN IT.**

Vision



- *"To Bring Inspiration and innovation to every athlete in the world."*
- *"We create happiness"*
- *"Our Vision is to put joy in kids' hearts and a smile on parents' faces."*
- *"Undisputed Marketplace Leadership."*
- *"To create treasured memories for families in a safe, clean, and fun environment."*
- *"To Promote the Finest in Family Fun and Entertainment"*

Vision



- *Our mission is to make _____ the preferred _____ destination for our guests by delivering outstanding value, continuous innovation and an **exceptional guest experience** by”*

Vision



- *Our mission is to make Target the preferred shopping destination for our guests by delivering outstanding value, continuous innovation and an **exceptional guest experience** by consistently fulfilling our Expect More. Pay Less.® brand promise."*

Mission



**“OUTSTANDING PEOPLE HAVE ONE THING
IN COMMON: AN ABSOLUTE SENSE OF
MISSION.”**

Mission



- The mission of The Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world."

Mission



- Disney's Standards Model

Mission



- Disney's Standards Model
 - Safety

Mission



- Disney's Standards Model
 - Safety
 - Show

Mission



- Disney's Standards Model
 - Safety
 - Show
 - Courtesy

Mission



- Disney's Standards Model
 - Safety
 - Show
 - Courtesy
 - Efficiency

Mission



- Disney's Standards Model
 - Safety
 - Show
 - Courtesy
 - Efficiency
- CedarFair Cornerstones
 - Cleanliness
 - Safety
 - Service
 - Courtesy
 - Integrity

Mission



- Disney's Standards Model

- Safety
- Show
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- CedarFair Cornerstones

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- Parc Management Model

- **People First**
- **Always Safe**
- **Remember its Fun**
- **Commit to excellence**

Mission



- Disney's Standards Model

- Safety
- Show
- Courtesy
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- **People First**
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- Palace Entertainment Model

- Safety
- Courtesy
- Cleanliness
- Efficiency
- Show

Mission



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- Show

Common to All



- Safety
- Service

Values



**IT'S NOT HARD TO MAKE DECISIONS WHEN
YOU KNOW WHAT YOUR VALUES ARE.**

ROY DISNEY

Values



- beliefs of a person or social group in which they have an emotional investment (either for or against something); "he has very conservative values"

Values



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Values



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- Culture
 - Technology and **behavior** of a set of people

Disney Values



Former

- Honesty
- Integrity
- Respect
- Courage
- Openness
- Diversity
- Balance

Current

- Innovation
- Quality
- Community
- Storytelling
- Optimism
- Decency

Frontier Values



- Put the customer first
- Treat one another with respect
- Keep our commitments; Be accountable
- Be ethical in all of our dealings
- Be innovative; Take the initiative
- Be team players
- Be active in our communities
- Do it right the first time; Continuously improve
- Use resources wisely
- Use Frontier products and services
- Have a positive attitude

Overlap



- Honesty
- Integrity
- Respect
- Courage
- Openness
- Diversity
- Balance
- Innovation
- Quality
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Vision, Mission, Values



**IF YOU AREN'T PASSIONATE ABOUT A
VISION, IT'S HARD TO HAVE FAITH IN IT.**

Vision, Mission, Values



- **Vision = What**

Vision, Mission, Values



- **Vision = What**
 - What we see as our overriding goal
 - It need not be achievable but it should excite real passion
 - Live the dream

Vision, Mission, Values



- **Vision = What**
- **Mission = How**

Vision, Mission, Values



- **Mission = How**
 - How do we behave
 - How do we teach
 - How do we lead

Vision, Mission, Values



- Vision = What
- Mission = How
- Values = Why

Vision, Mission, Values



- Values = Why
 - Because we value honesty
 - Because we value diversity
 - Because we value innovation
 - Because we value profit and success

Disney's Core Culture



Vision:

We Create Happiness

Mission

Safety

Show

Courtesy

Efficiency

Values:

Innovation

Quality

Community

Storytelling

Optimism

Decency

Frontier Communications



Vision:

Be the leader in providing communications services to residential and business customers in our markets.

Mission:

People

Product

Profit

Values:

Put the customer first

Treat one another with respect

Keep our commitments; Be accountable

Be ethical in all of our dealings

Be innovative; Take the initiative

Be team players

Be active in our communities

Do it right the first time; Continuously improve

Use resources wisely

Use Frontier products and services

Have a positive attitude

Zoo Atlanta



Vision, Mission, Values

Vision

- We envision a world in which humankind values, protects and preserves the diversity of species on Earth.

Mission

- We strive to inspire the citizens of Atlanta and Georgia and all visitors to the Zoo to value wildlife on Earth and to help safeguard existing species through conservation.
 - We do this by:
 - Providing an informative, educational, and engaging experience
 - Being respectful and responsible stewards of the animals and the physical and financial assets entrusted to us, and
 - Engaging in related conservation activities and research.

Values

- *Stewardship* – We take personal responsibility for the animals in our care as well as all the resources we use.
- *Integrity* – We are honest, fair, reliable and sincere. We are trustworthy and value the trust of our community.
- *Collaboration* – We maintain an environment of trust, openness, respect and transparency to maximize the creativity and productivity of our organization.
- *Diversity and Individuality* – We will recruit and support employees and volunteers with diverse perspectives and talents that result in a strong, focused and innovative organization.
- *Commitment to Members and Guests* – We create an enriching and welcoming atmosphere for all members and guests. We provide courteous and helpful attention to ensure they have a wonderful experience each time they visit.

Zoo Atlanta



Vision, Mission, Values

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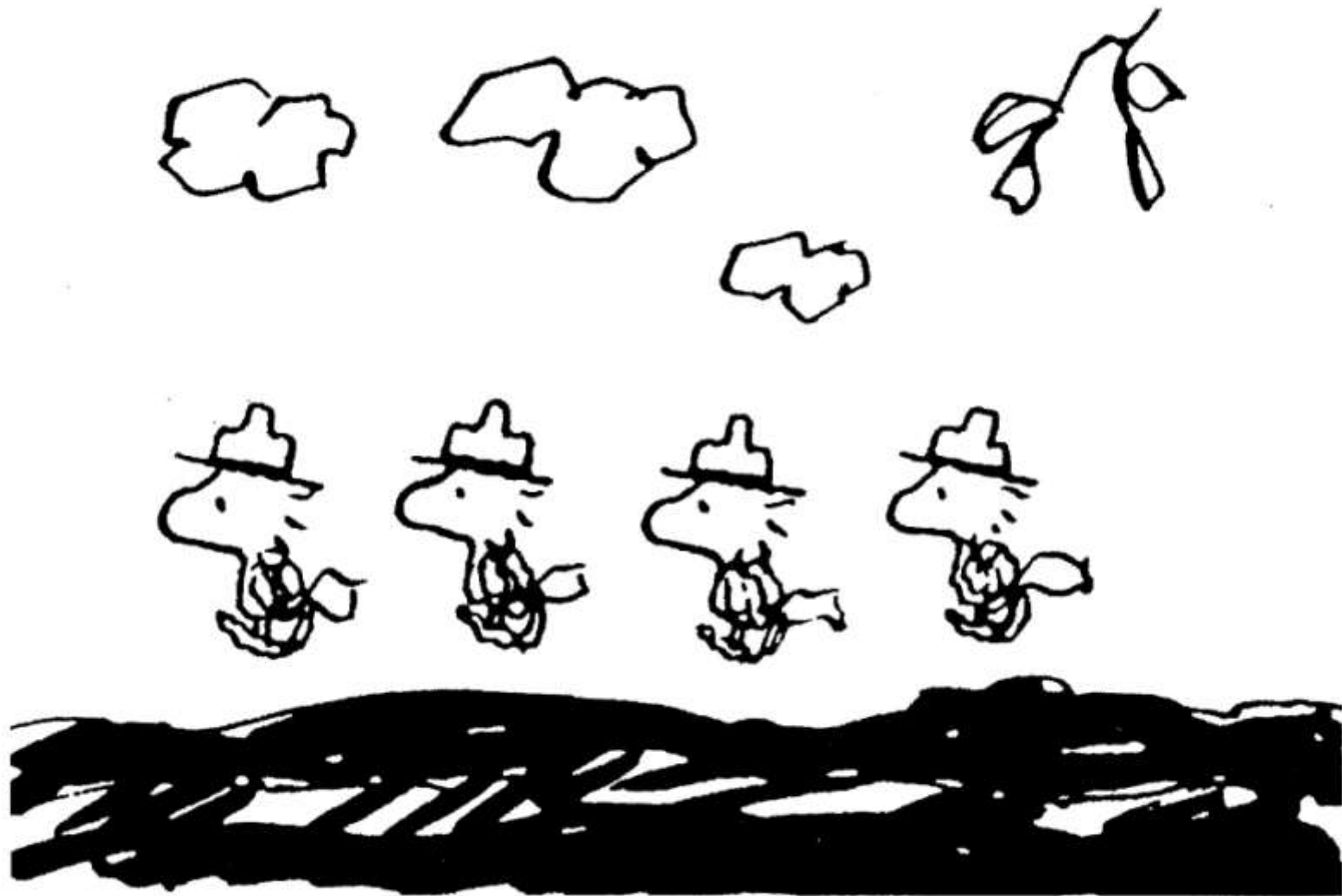
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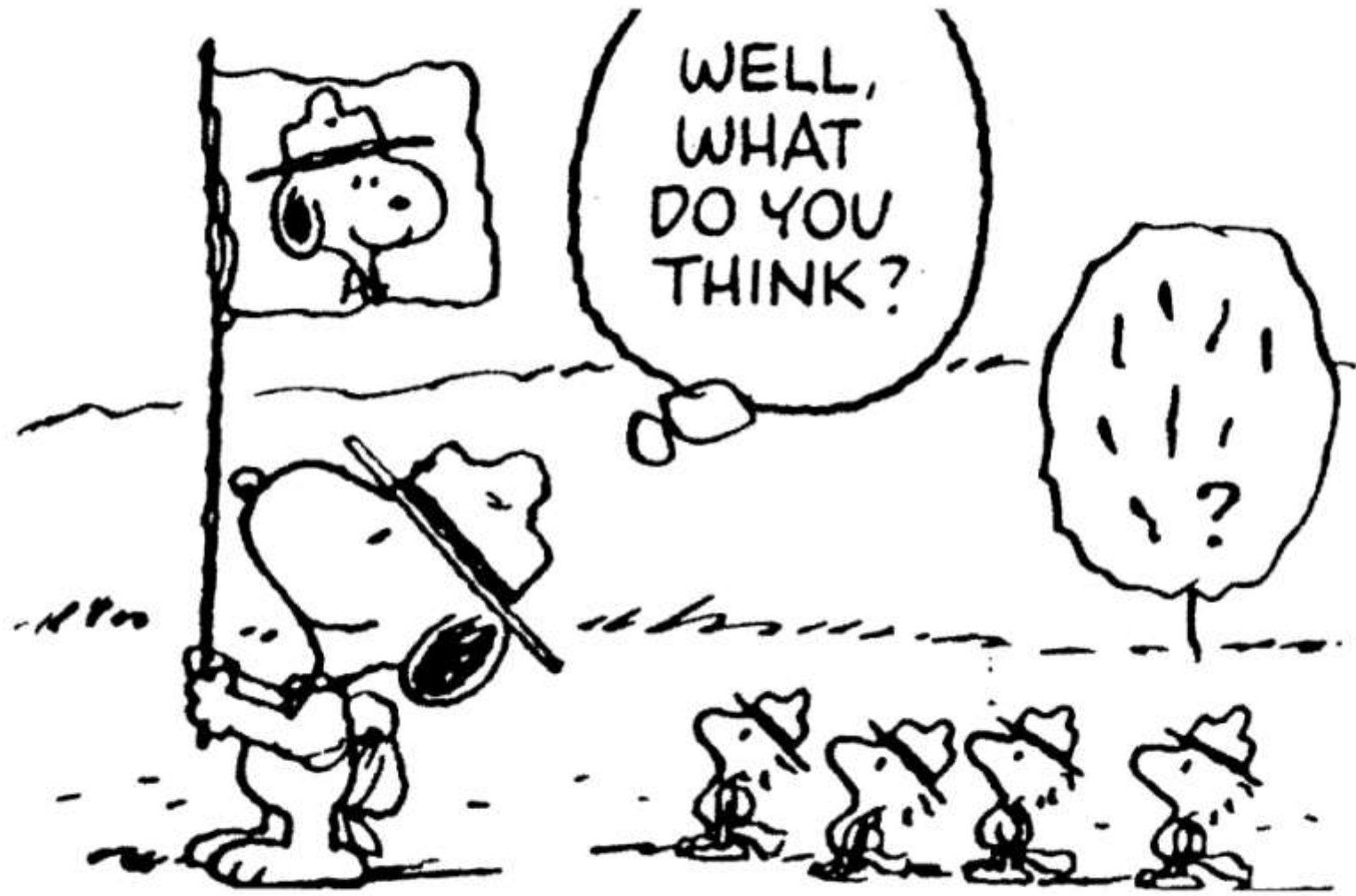
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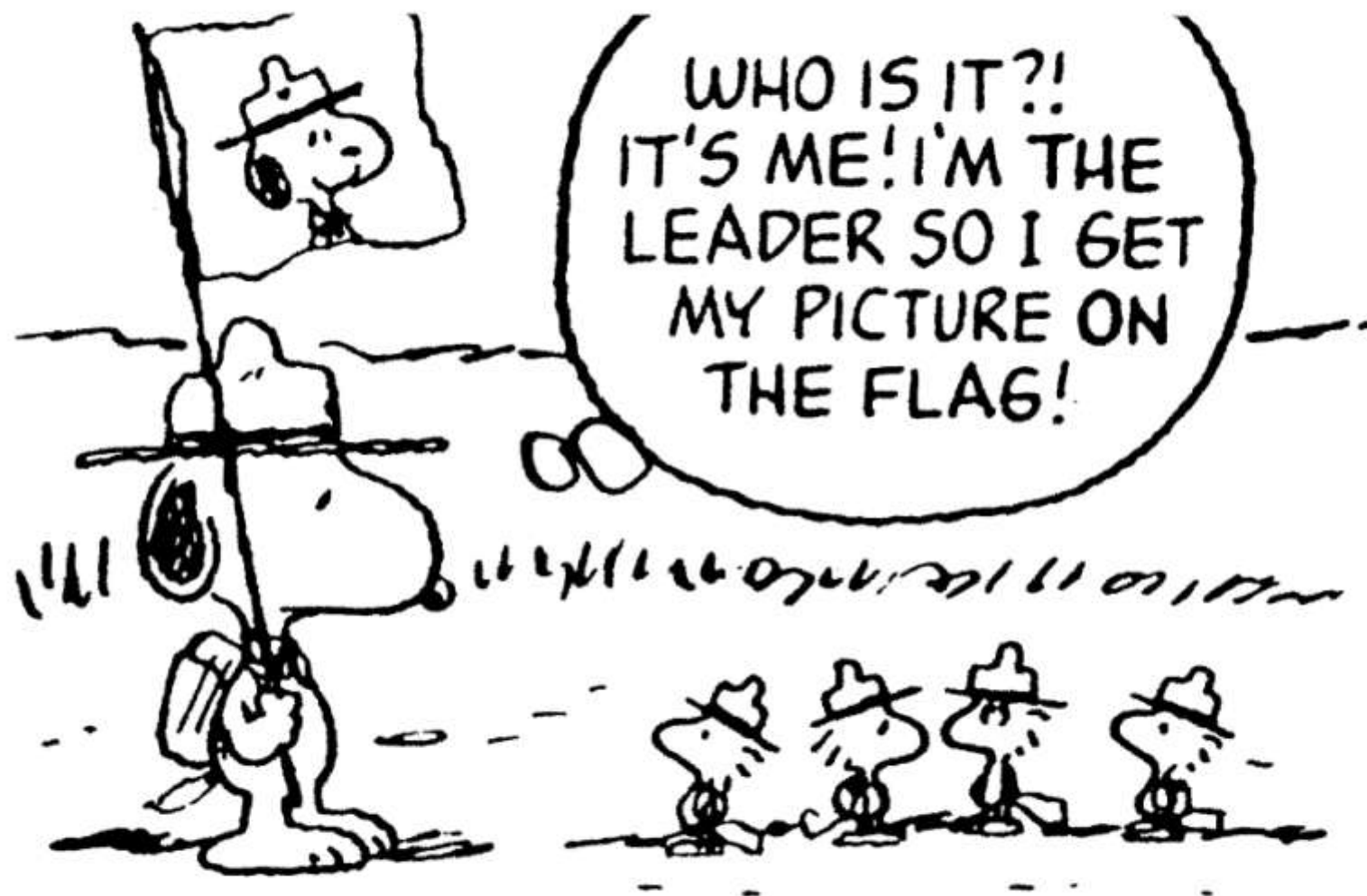
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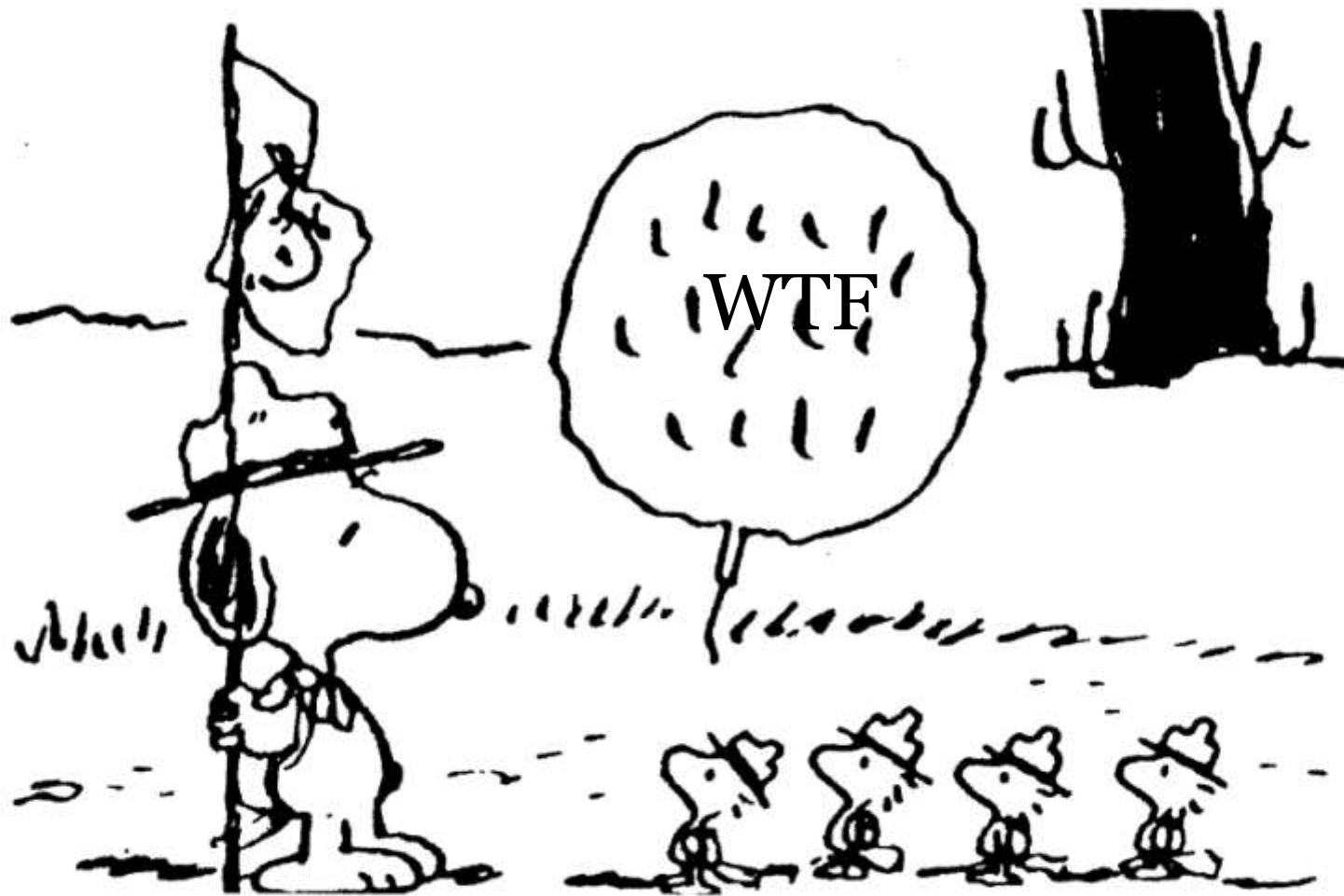






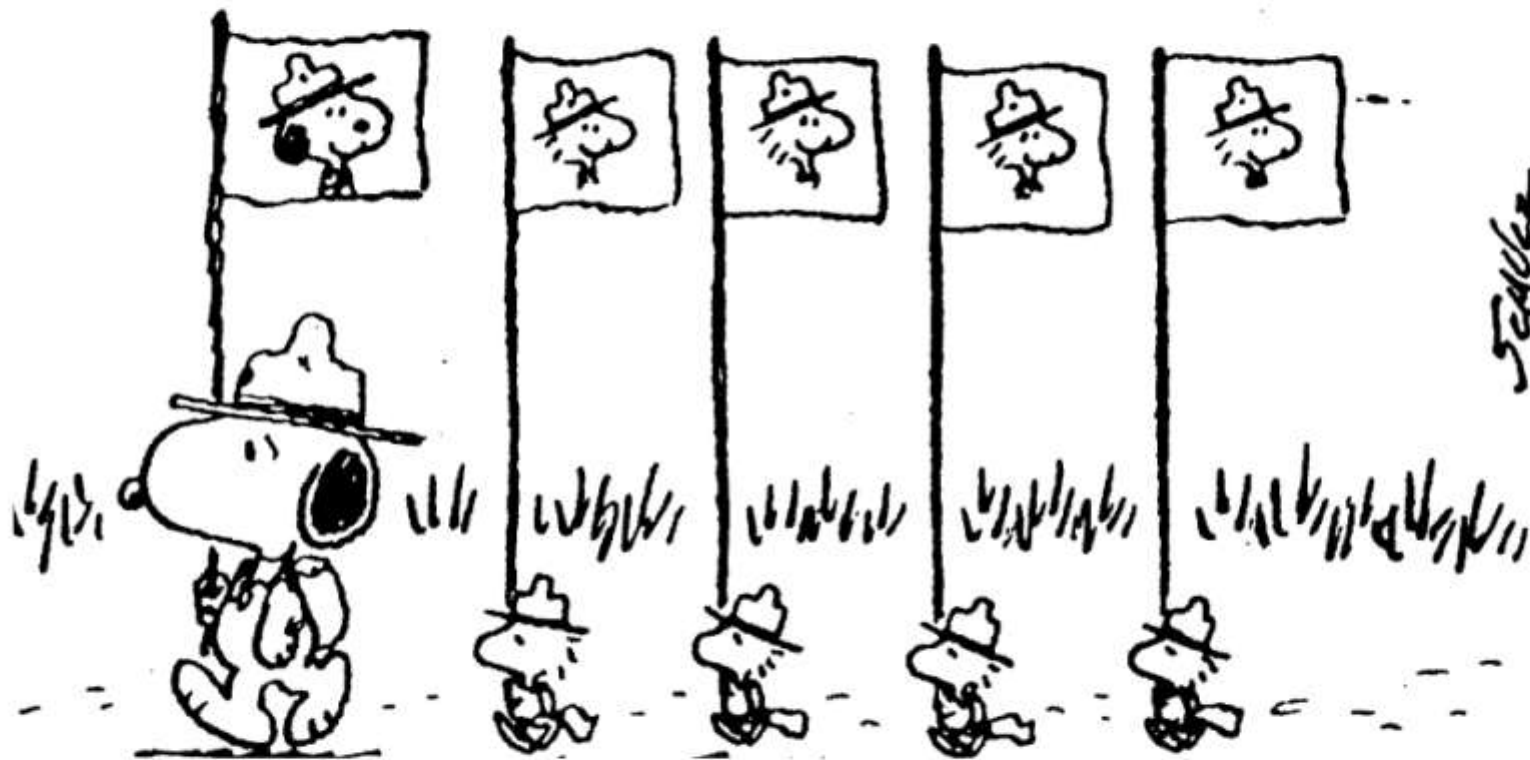






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Next Step



YOU CAN EXPECT WHAT YOU INSPECT
~W. EDWARDS DEMING