



Cultivating a Winning Culture

The Role Of
Values-Based
Leadership



Huddle Up!!!

01

GOOD NEWS

02

TOP 1 PRIORITY OF THE DAY

03

YOUR SUPERHERO





HERO HOME CARE
herohomecare.ca

HERO HOME CARE
herohomecare.ca

I'M ON MY WAY!

I'M ON MY WAY!

If you don't intentionally build your culture,

YOUR EMPLOYEES

will do it for you.

Why does company culture matter?



Scan here



Why does company culture matter?

17% increase in performance

21% more productive

Higher quality service /
products

Increase motivation

87% less likely to leave

22% more profitable

The Culture Evolution

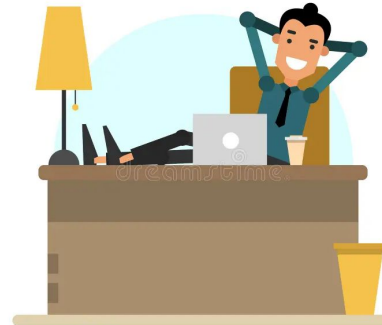
Blame

Multi-Directional

Live and Let Live

Brand Congruent

Leadership
Enriched



What is your current
organizational culture
status?



Scan here



What are challenges to culture change?



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What are the challengers to culture change?

Takes too long

No buy in from the team

Need a methodology to bring your culture to life

Leadership commitment

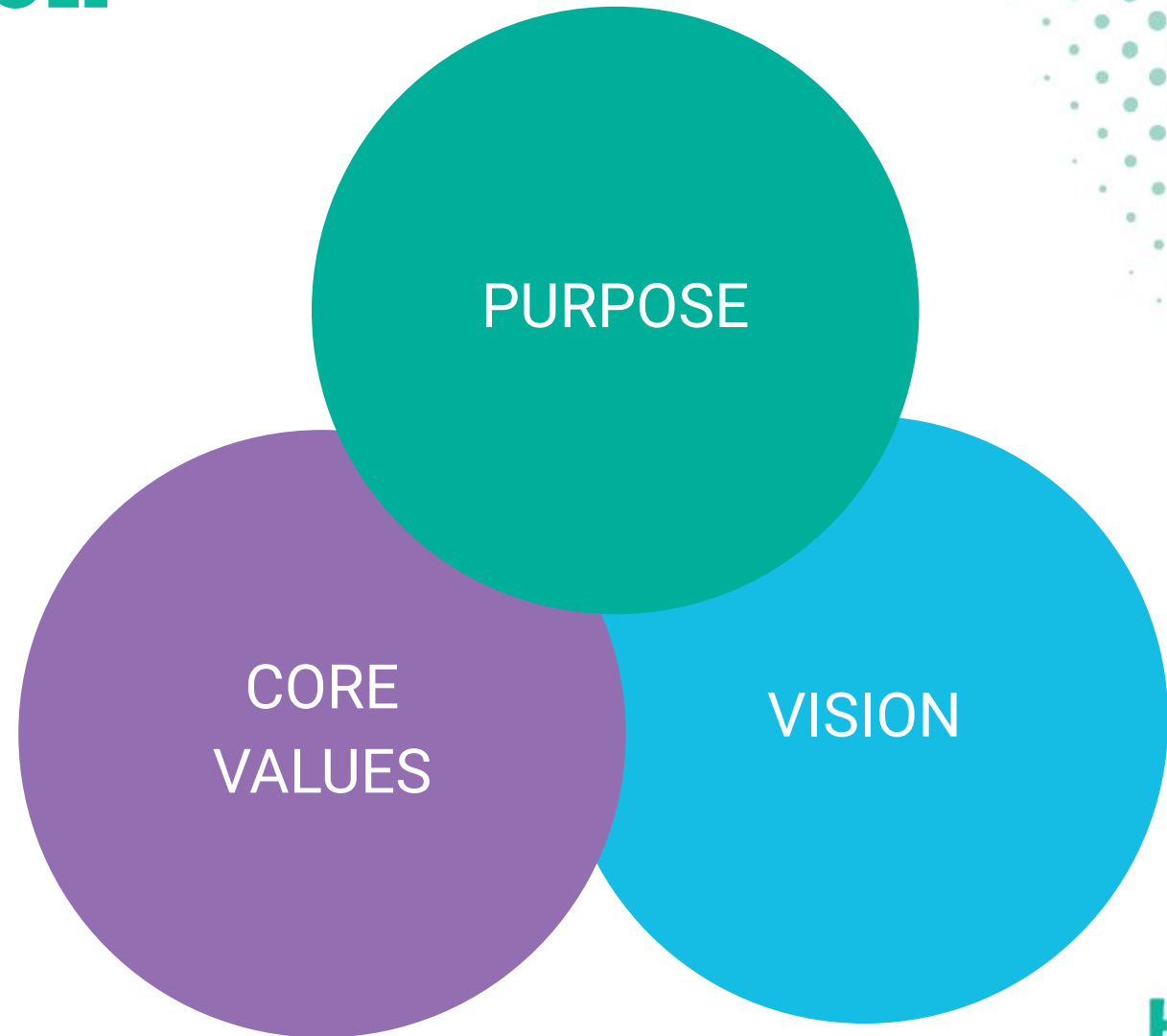
Unclear vision

Ineffective and inconsistent communication

Culture Foundation

Building Blocks

1. Identify
2. Articulate
3. Integrate

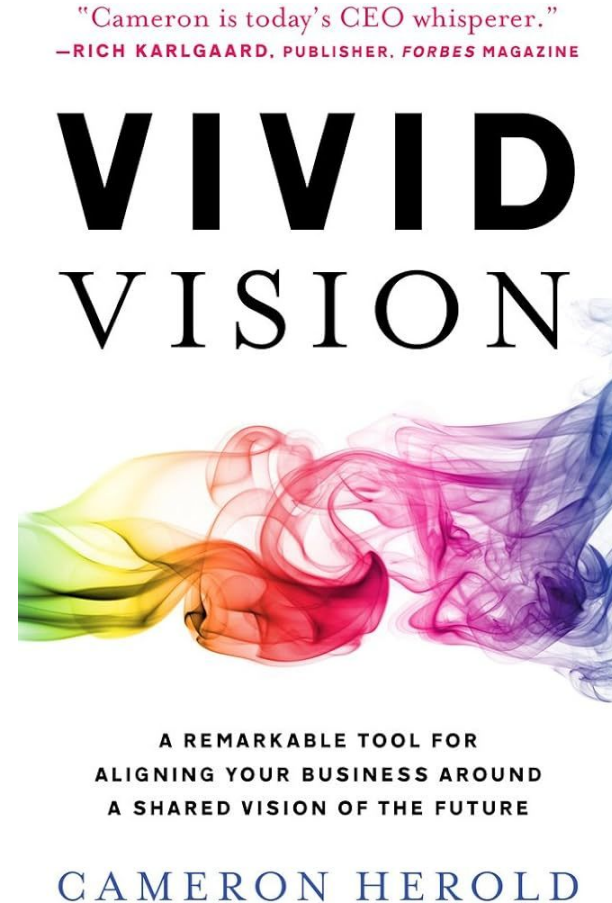


“Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion.”

- Jack Welch

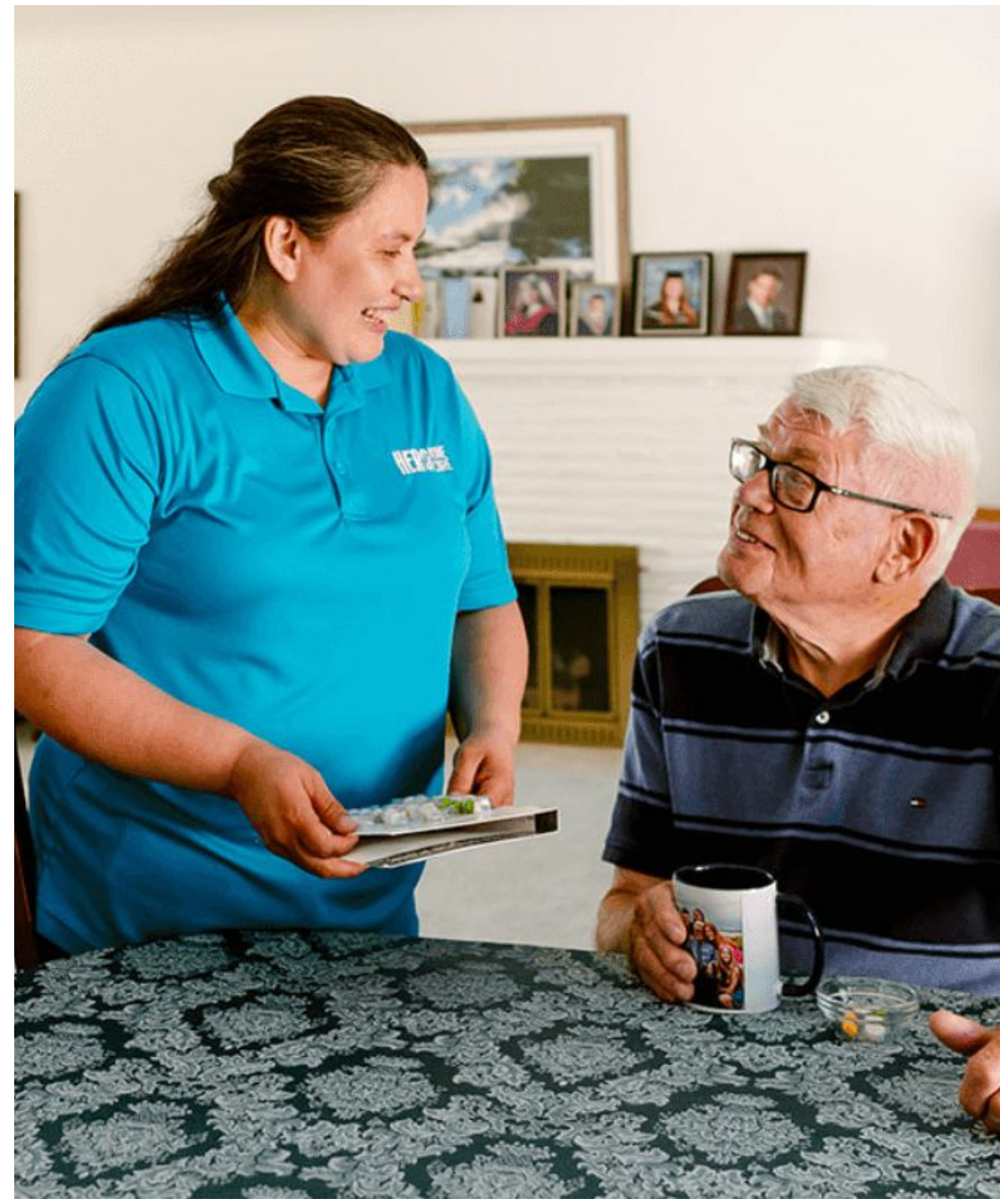
Vivid Vision

- 3 years into the future
- Think “where” not “how”
- Be vivid
- Core values, Team, Culture, Products & Services, Sales & Marketing, Media & Awards, Financials
- Result → Align and inspire



Hero Academy

From your first day with Hero Home Care you recognize that this is not your ordinary company. Our so-called “orientation” is as fun as it is educational. Where most companies put their employees through a few hours of policy review, we invest in developing a solid foundation in our heroes that sets them up for success both personally and professionally. Once a foundation is built, then the real work can begin. To receive our “Superhero Certification” and the coveted graduation cape, all team members must complete a series of modules that will challenge them to become the best version of themselves and equip them with the skills necessary to fulfill their heroic duties in the community. Hero Academy is not just for our own heroes, but for all the unsung heroes serving our community including family caregivers, local businesses and seniors themselves who want to further their education and make our community a better place to live.



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CAN YOU IMAGINE?

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*“No matter who sits on your team today or tomorrow, your **elevated purpose** aligns your work and helps give people purpose and makes their work more meaningful.”*





*“Our **core values** govern everything we do in our business – they are our non-negotiables.”*

Zappos is a
service company
that just happens
to sell



Zappos
.com
POWERED by SERVICE

Zappos



Zappos
family
Monkey Row
insights **Z**

MONKEY ROW



At Home & Party



Instagram

JERRY

Zappos

KARI





SHAEA

RYO

RAY RA



How are you bringing
your vision, purpose
& core values to life?



When you walk into your office what does it feel, look and sound like? How has this changed your business? What can you achieve in the next 3 years?