

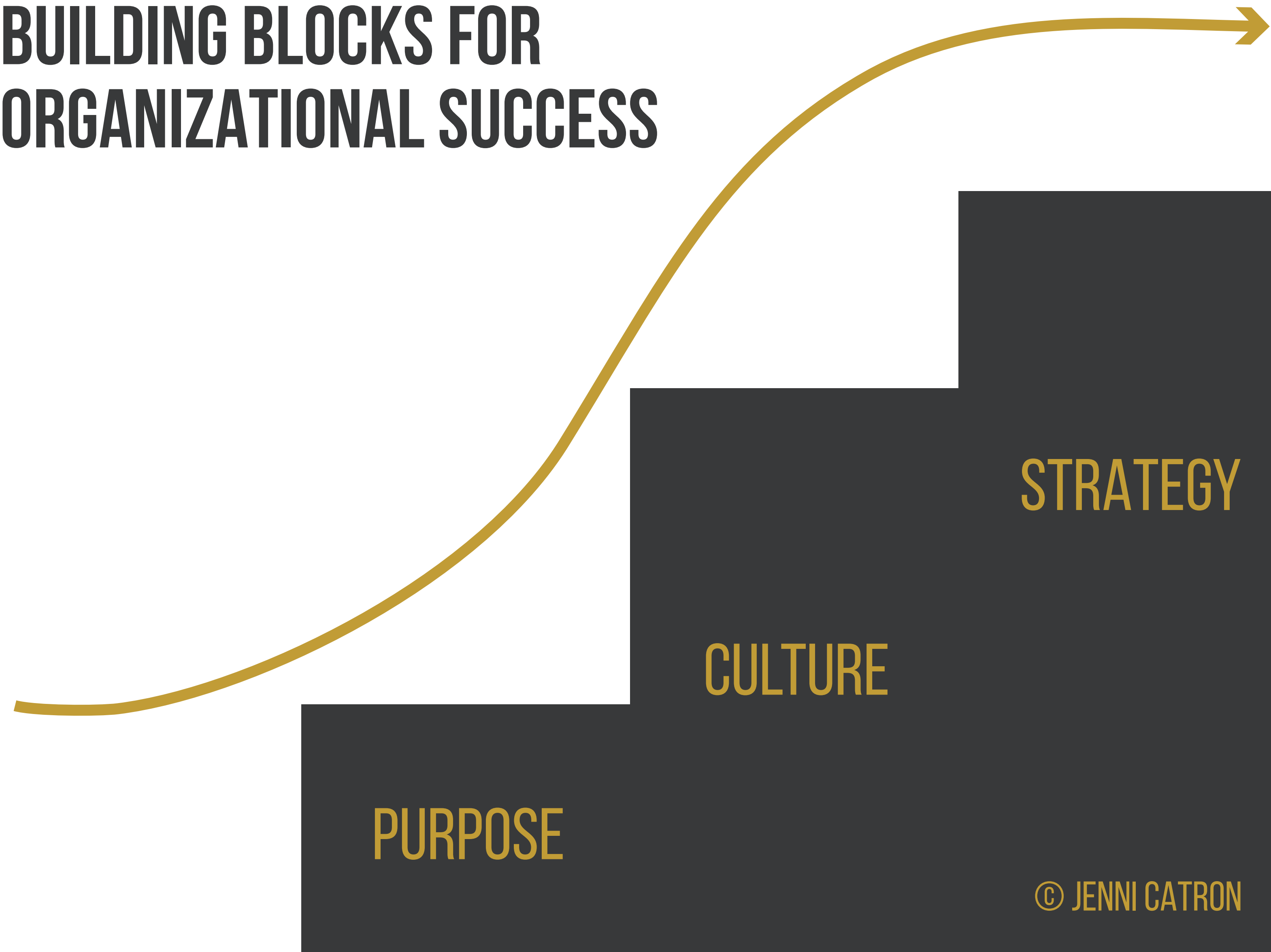
# **Cultivate an Extraordinary Team Culture**

**@jennicatron**

***Crisis either unites  
or divides us.***

***How you lead in uncertainty is  
a greater reflection of your  
leadership ability than how  
you lead in the ordinary.***

# BUILDING BLOCKS FOR ORGANIZATIONAL SUCCESS



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# **Strong, clearly defined values:**

- 1) Provide a filter for decision making***
- 2) Clarify expectations***
- 3) Give team members confidence***
- 4) Simplify bureaucracy***

# **4 Steps for Writing Values:**

***1) Brainstorm***

***2) Clarify beliefs***

***3) Define behaviors***

***4) Make them memorable***

**Download  
our free  
Values Grid**

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