



OFFICIAL HOME OF THE FISH! PHILOSOPHY®



it's a
wayTM
not a day

Bringing Your Values to Life

Leader Guide



Dear Colleague,

One of the clearest measures of an effective team is how consistently it lives the values it says it believes in.

We all know how difficult it is to live our values from moment to moment. Our days are filled with pressures and challenges that tempt us to act in ways that are not in line with who we say we want to be. In this program, you will learn how to live your values more consistently with a three-step process:

- Proclaim It
- Live It
- Celebrate It

These strategies will help you live your values with more commitment. Your customers will know clearly what to expect from you, increasing your performance. Your team will know what to expect from each other, increasing trust and accountability. People will feel appreciated, increasing their passion and motivation.

Now more than ever, people are searching for organizations that declare what they stand for and live up to it. I thank you for challenging yourself to be one of those special organizations.

Wishing you passion that lasts,

A handwritten signature in black ink, appearing to read 'John'.

John Christensen
CEO, ChartHouse Learning

program summary

Before the Film

- Set up the experience: We're going to watch a film about a successful organization that consistently lives its values. What can we learn from them?

After the Film

- Clarify values: What are we trying to achieve? What behaviors will help us do that?

Proclaim It

- Make a stand: What are we willing to commit to publicly? If someone asks us about our values, what will we say? How will we proclaim our values?

Live It

- Put our commitment in action: What does it look like to live our values?
- What gets in our way?
- How do we stay connected to our values throughout the day?

Celebrate It

- Recognize each other: How does it feel to thank each other and be thanked?
- What behaviors should we be celebrating?
- How can we celebrate each other?

Create a Values Board

- Sustain momentum: Create a volunteer group to keep the process going with fun ideas.

what is a value?

Values are defined as principles, beliefs or philosophies that guide thoughts, decisions and actions.

A value is really a choice: you value certain behaviors enough to choose them over the behaviors you otherwise might select.

These moment-to-moment choices, over time, determine how well you achieve your long-term goals. If you're ever having trouble fulfilling a vision or mission, first make sure you are living your values.

Every person, every team, has values, whether they are stated or not. *Your behavior exposes your true values.* But if you don't identify and focus on what you want to guide you, those behaviors are likely to show up haphazardly and sporadically, based on how you're feeling or how your day is going.

The more effective approach is to identify, as a team, values that help you fulfill your goals, and find ways to make them part of everything you do.



Your behavior exposes
your true values

before the film

Before your team watches *It's a Way Not a Day*, it's helpful to give them some context. Here's one way to introduce the film:

This video is about an organization that's really good at what they do. Their customer satisfaction is 98 percent. Their annual employee retention is more than 97 percent. Their revenues have grown ten-fold in the last 10 years. They're recognized as innovators in their industry.

Why are they successful? The answer is values. They know what they believe in, and they've found three simple ways to make those values part of everything they do.

After the film, I'd like to talk about what we value. Do our customers know what we stand for? How consistently do we live that? When we get it right, do we recognize and thank each other? If we did these things more often, what impact would it have on us?

Do we live what we say
we stand for?

proclaim it

The dictionary defines proclamation as an “official, public declaration or display.” It puts a stake in the ground. There is no hiding from it.

A proclamation creates expectations. If your actions do not match your words, you risk being seen as the boy who cried wolf. If you do what you say you were going to do, you will be known as reliable and trustworthy.

But the real power of making a proclamation doesn't just come from external sources, but from

inside you. Often, when CEO Lauri Tanner walks through the lobby and sees the banners, she asks herself, “Am I living it today?” A proclamation calls you back to who you want to be, especially when the pressures of the day tempt you to be someone else.

A proclamation calls you
back to who you want to be



live it

In *The Empire Strikes Back*, one of the Star Wars movies, Yoda commands Luke Skywalker to raise his crashed ship out of the swamp using only his mind. Luke is doubtful but says he will try. “Do. Or do *not*,” Yoda responds. “There is no *try*.”

In the same way, once you have proclaimed your values, the choice is to live them or not. There are moments, of course, where staying true to your values seems as hard as raising a ship from a swamp. That’s why commitment is essential.

Commitment isn’t something you decide once and never think about again. Whatever you believe, Shari says, “you have to keep it the most important thing you do all day.” You have to recommit every day when you wake up, when you walk in to work, when you’re confronted with situations that test your dedication to your values.

The more you put your commitment into action, the easier it gets. “You live it every day, suddenly you find it is who you are,” Shari says.

When Luke fails to move the ship, Yoda concentrates deeply and lifts it out of the swamp. His commitment, not his size or strength, makes possible what Luke believed was impossible. The staff at Ranken Jordan are ordinary people with an extraordinary commitment; that’s what helps patients achieve what others say is impossible.

celebrate it



Usually when we prepare for a celebration, we work hard to decorate the physical space with balloons, posters and streamers. What if we put as much effort into decorating our emotional space—with thanks, compliments and encouragement?

We all want to be recognized for our efforts. If the Ranken Jordan staff never congratulated patients for their hard work they do to get better, how successful would the kids be? The same applies to adults; we don't lose our need for encouragement just because we grow up.

As good as it feels to be recognized, it feels just as good to recognize. When we acknowledge our coworkers, not because we want something from them, but because we really value them, it builds trust between us. Trust prepares us for the inevitable challenges all teams face, so when there is a crisis, as CEO Lauri Tanner says, “we're ready to go.”