

ITS VALUE	DO	DON'T
Communication	1. Listen to others	Talk over/interrupt others
	2. Encourage the free exchange of ideas	2. Make assumptions
	3. Be concise and clear	3. Be ambiguous
	4. Embrace different points of view	4. Tell people not to talk across teams
	5. Understand that people process differently	5. Preach
Innovation	1. Collaborate with others	1. Shut people down
	2. Learn from mistakes	2. Be rigid
	3. Try new things	3. Tell people they can't talk to other people
	4. Be flexible	4. Say it is "not possible"
	5. Be open-minded	5. Over promise
Integrity	Be honest and consistent	1. Blame others
	2. Own and learn from mistakes	2. Criticize mistakes
	3. Take ownership	3. Sugar coat
	4. Follow through	4. Over promise
	5. Honor your word	5. Show up late
Respect	1. Respect other's time	1. Be condescending
	2. Acknowledge other ideas, opinions, and	2. Shutdown other's opinions
	perspectives	3. Be passive aggressive
	3. Allow everyone to be heard	4. Be negative about contributions
	4. Take time to listen and listen sincerely	5. Be late
	5. Empower people	
Teamwork	Celebrate and recognize accomplishments	1. Discriminate or silo
	2. Communicate	2. Shut down opinions
	3. Be inclusive/collaborate	3. Focus on the negative
	4. Involve everyone who needs to be involved	4. Exclude others from problems or solutions
	Combine/leverage skillsets	5. Take cheap shots