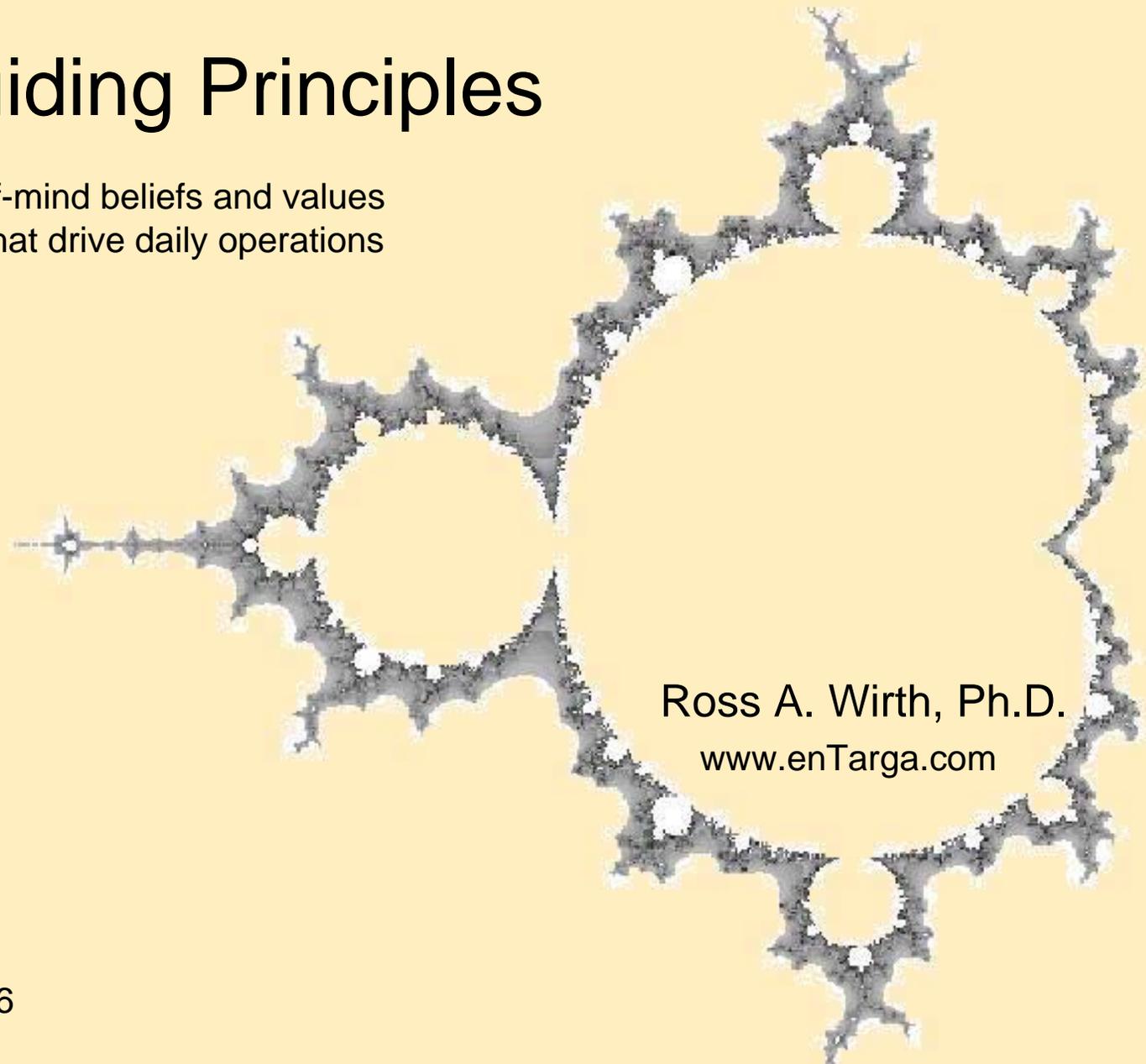


Guiding Principles

Top-of-mind beliefs and values
that drive daily operations



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Guiding Principles - examples

- P&G Self-Directed Work Teams - principles
 - Do what is right
 - Get results
 - Do it together
- Federal Quality Consulting Group (FQRC)
 - Make a DIFFERENCE
 - Business Success
 - Magic of Teamwork
 - Self-Worth
 - Thirst for Knowledge

Guiding Principles - examples

- W. L. Gore & Associates guiding principles
 - Try to be fair
 - Use your freedom to grow
 - Make your own commitments and keep them
 - Consult with other associates prior to any action that may adversely affect the reputation or financial stability of the company
 - These are referred to as **“fairness, freedom, commitment, and waterline.”**
 - Waterline analogy refers to the seriousness of a hole below the waterline in a ship.
 - Encourages risk acceptance by setting a standard.

Guiding Principles - examples

Texas Instruments

- Integrity
 - Respect and value people
 - Be honest
- Innovation
 - Learn and create
 - Act boldly
- Commitment
 - Take responsibility
 - Commit to win
- Leadership expectations
 - Live the values in decisions, personal actions, and communications
 - Communicate the values frequently
 - Accept responsibility for promoting the values

Possible guiding principles

- Be safe
- Think of others
- Reach out for success
- Make a **DIFFERENCE**

Possible guiding principles

- **Be safe**
 - clean, safe operations for no health or environmental impacts
- **Think of others**
 - quality relationships with fellow employees, customers, vendors, neighbors, etc.
- **Reach out for success**
 - innovate and strive for excellence accepting prudent risk
- **Make a DIFFERENCE**
 - self-initiation of innovation and change