



United States African Development Foundation

# Core Values and Culture

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# The Importance of Values



- 2 kinds of organizations exist
  - Values-based
  - Non-values-based
- Values-based organizations always outperform (and outlast) non-values-based organizations
- Consider two widely-known examples:
  - Enron and Worldcom
    - Vice:
  - Johnson & Johnson

# What do Core Values do?



- They publicly spell out what an organization stands for and lives out in practice.
- They create a set of “norms” that provide a compass when choices are difficult.
- They use timeless statements to unify, guide and center an organization.
- They contribute to the organization’s identity.
- They take the place of more prescriptive policies and procedures – and are more powerful.

# Proposed Values 1 - 3



1. Transparency, integrity and accountability form the foundation of all our interactions with our clients, stakeholders and each other.
2. Everyone's work must benefit the interests of Africans in poverty, the American people, and our stakeholders.
3. We treat our clients and each other with respect and dignity, and always seek to promote the success of others.

# Proposed Values 4 - 6



4. We do everything with excellence, and when we fall short, we take personal responsibility.
5. We embrace change for its opportunity, always seeking better ways to succeed.
6. We ground all our work and plans in facts and reality, then stretch ourselves through hope and optimism.

# Proposed Values 7 - 10



7. We dislike bureaucracy and constantly pursue ways to make our work processes perform faster and simpler.
8. We act always with the highest ethical standards, uphold the US Constitution, and respect all laws everywhere we operate.
9. People are our most importance asset, and we are committed to inclusion, diversity, openness and growth.
10. We care for each other and the environment, always seeking ways to protect the health, safety and wellness of all life.

# Path Forward



- The goal is for everyone to feel a part of these values and fully “buy-in.”
- An inclusive process is needed.
- We may “build these down.”
- Your thoughts are requested.