

Core Values Project

Alexis Panoncillo



Importance of Internal Marketing

- ⦿ “Two way branding”
- ⦿ Mirror external and internal communications
 - Messages that resonate with staff
- ⦿ Leverage soft-edge attributes to maintain a competitive advantage



Strong Values & Happy Employees

Low Company Culture

Turnover:

48.4%

High Company Culture

Turnover:

13.9%

Unhappy Employees

10% less productive

Happy Employees

12% more productive

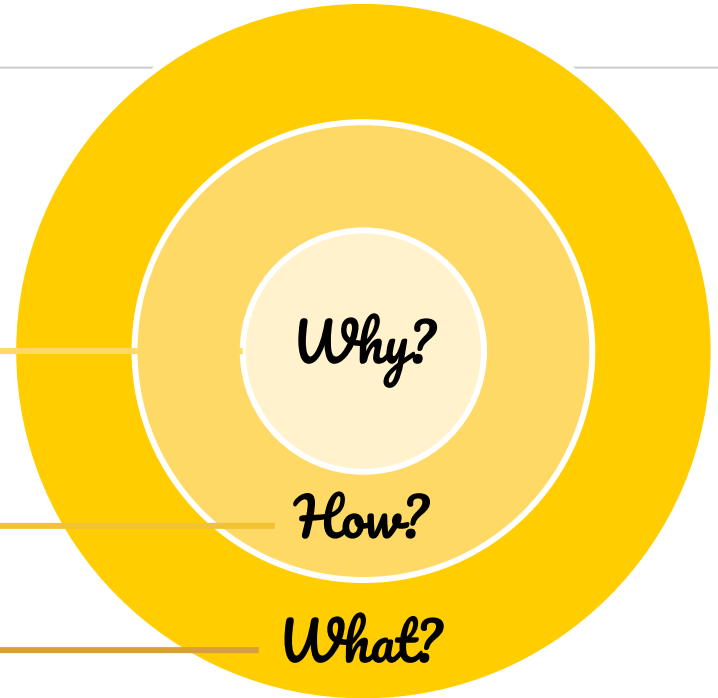


Employee Interviews: The Golden Circle

Why you do what you
do. Passion/driver.

How you do your
job. Actions taken.

What you do.
Job title & Duties







Hawaiian Core Values

- Local Company
- “Business with Aloha”
 - Lokahi
 - ‘Imi ‘Ike
 - Kakou
 - Alaka’i
 - Pono
 - Ho’okele



Reinforcing Company Values

1. Integrate into materials that are already in use
2. Post the values in gathering spaces
3. Ask employees about how they think the company is doing in upholding core values



Social Media (Linkedin/Facebook)

- Constructing posts:

- Topics

- Recap of an event that employees were involved in

- Taken from Newsletter and shortened

- Include a sentence relating to a core value

- Include a photo

- Frequency: Once a week

- Posts submitted to Slayde for approval



Na Leo Newsletter

- Include 1–3 sentences to connect the article to core value(s)
- Submit to Kristen before the first week of the following month

Online Presence

Website:

- Core values subpage in “About” section
- Video/photos that show who we are as a company
 - Faces to the name *Atlas*, being relatable to clients, tying in our values

Intranet:

- Core values page
- Include employee testimonials
- Recognition (employees who exemplify core values)

**Website Design
Phase Kicks off**
9/5/2017

Implementation Timeline

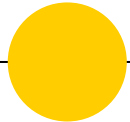
**Internally
distribute core
values**
Leadership retreat
& via email
9/2017

**Begin Social
Media Posts**
(incorporating
core values)
9/2017

**Na Leo
Newsletter**
(incorporating
core values)
10/2017

**Intranet
Launch**
12/2017

**New
Website
Launch**
1/2018



Thank you