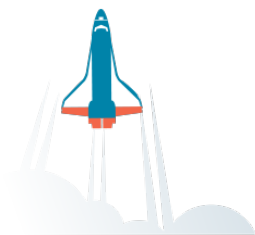




Peopleink

ANN RHOADES

BUILT ON VALUES



NEXT LEVEL  
LEADERSHIP

SOARING TO NEW HEIGHTS

Service  
COOPERATION  
QUALITY  
INNOVATION  
COMMUNITY  
FRIENDLY  
DEPENDABILITY  
EXCELLENCE  
ADAPTABILITY  
VALUES  
PROFESSIONALISM  
SERVICE  
INTEGRITY  
CARING  
HONESTY  
TEAMWORK  
RESPECT  
TRUST  
DIVERSITY  
COMMITMENT  
ACCOUNTABILITY  
PARTNERSHIPS  
PERFORMANCE



# WE SHALL SEEK WHAT IS BEYOND **GOOD AND GREAT**

- Robert Cooper, Ph.D.





“GET THE  
CULTURE RIGHT  
AND SUCCESS  
HAPPENS  
NATURALLY ON  
ITS OWN.”

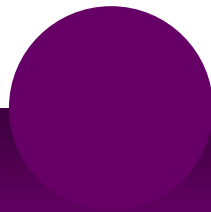
-Tony Hsieh, CEO  
ZAPPOS.com and  
author Delivering  
Happiness





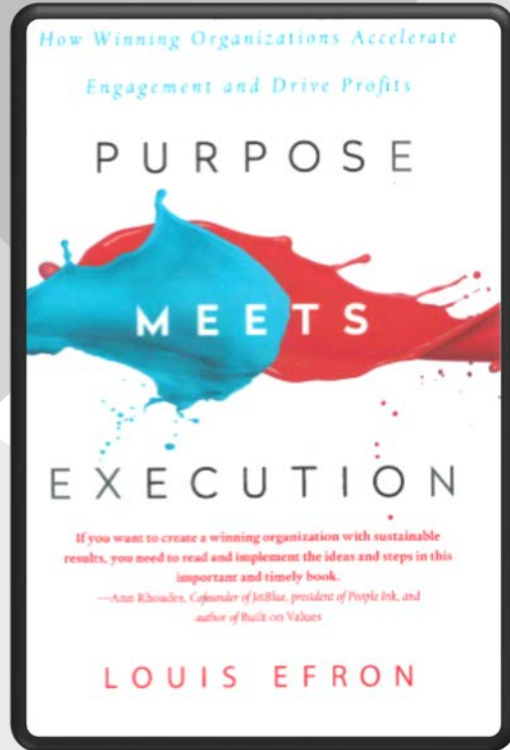
# O.C.TANNER

2018 Global Culture Report



Peopleink

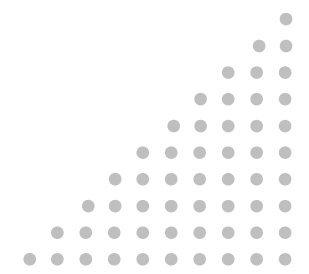
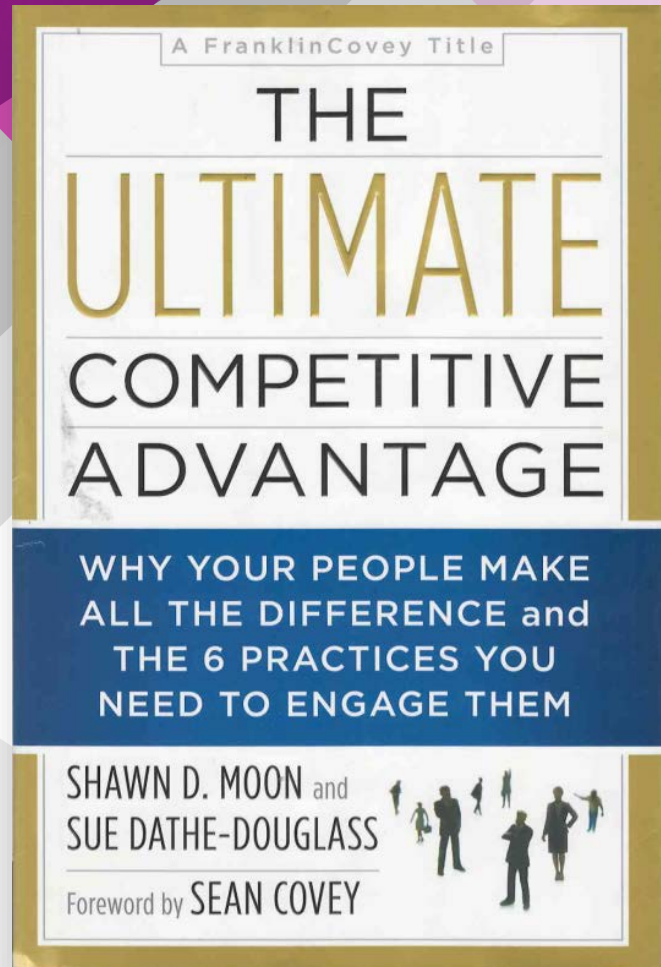




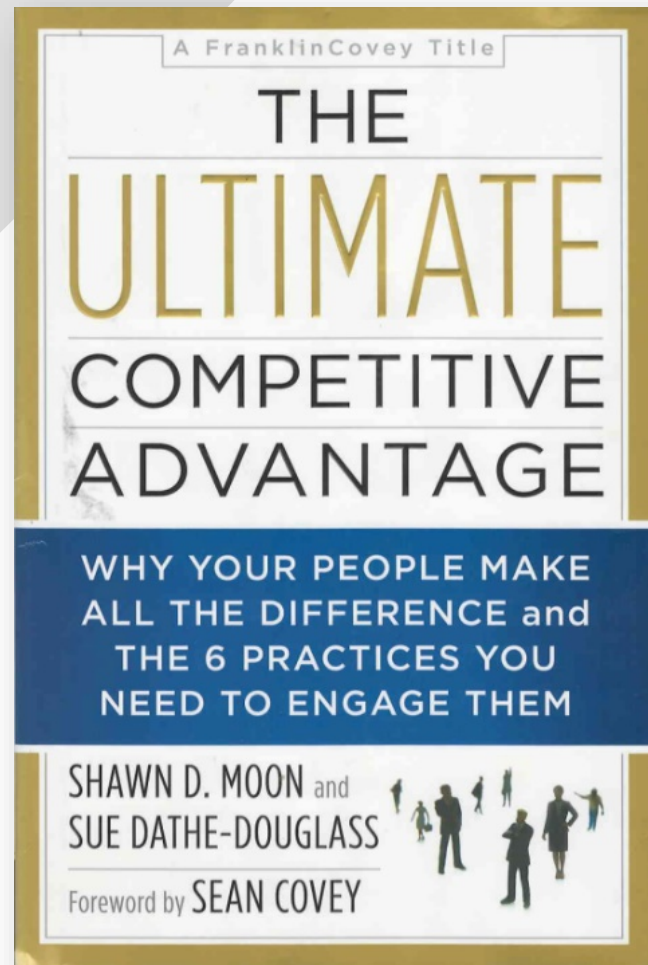
Engaged  
Teams are/  
Experience:

28%  
LESS  
Shrinkage

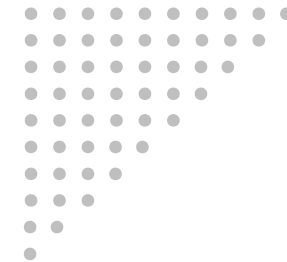




“WINNING CULTURES  
ARE FILLED WITH  
SUPERB PEOPLE  
WHO DELIVER TIME  
AFTER TIME.  
THEY GIVE YOU  
SOMEONE AND  
SOMETHING TO  
TRUST.

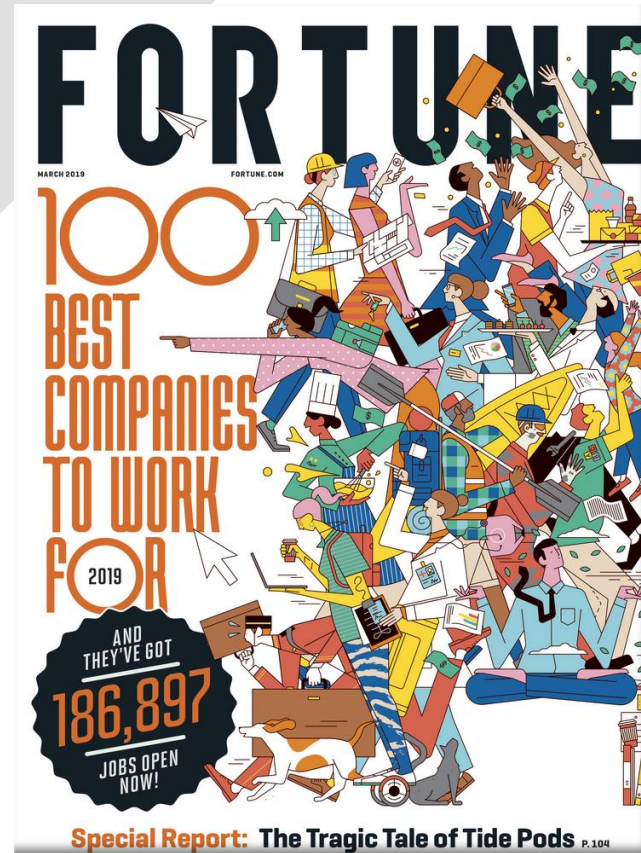


WINNING  
CULTURES ARE  
UNIQUE,  
DELIBERATELY  
DESIGNED AND  
MAINTAINED, AND  
RARE.”





INNOVATION BY  
ALL— HOW DO YOU  
ENCOURAGE IT?  
HOW DO YOU  
HARNESS IT? AND  
MOST IMPORTANT,  
HOW DO YOU  
MAKE SURE  
YOU'RE NOT  
STIFLING IT?



AS WE TALKED  
TO TOP-  
PERFORMING  
COMPANIES OF  
EVERY SIZE AND  
ACROSS EVERY  
INDUSTRY ON  
OUR 22 ANNUAL  
LIST, THE  
CHALLENGE OF  
GETTING THE  
BEST IDEAS  
FROM ALL YOUR  
EMPLOYEES IS  
THE THEME  
THAT CAME UP  
MORE THAN  
ANY OTHER.





Johnny C. Taylor, Jr.  
President & CEO, SHRM

IT IS TIME FOR ALL ORGANIZATIONS TO  
BECOME MORE PEOPLE-CENTRIC.  
SUCCESS IN THE WORKPLACE MEANS  
PRIORITIZING THE MANAGEMENT OF  
PEOPLE, GUIDING EMPLOYEES'  
DEVELOPMENT AND CULTIVATING A  
STRONG SENSE OF COLLECTIVE  
PURPOSE AT WORK. PUT FRANKLY,  
IT MEANS FOCUSING ON  
"WORKPLACE CULTURE".





**GAME-CHANGING  
COMPANIES BUILD  
THREE WINNING  
CAPABILITIES  
SIMULTANEOUSLY:**



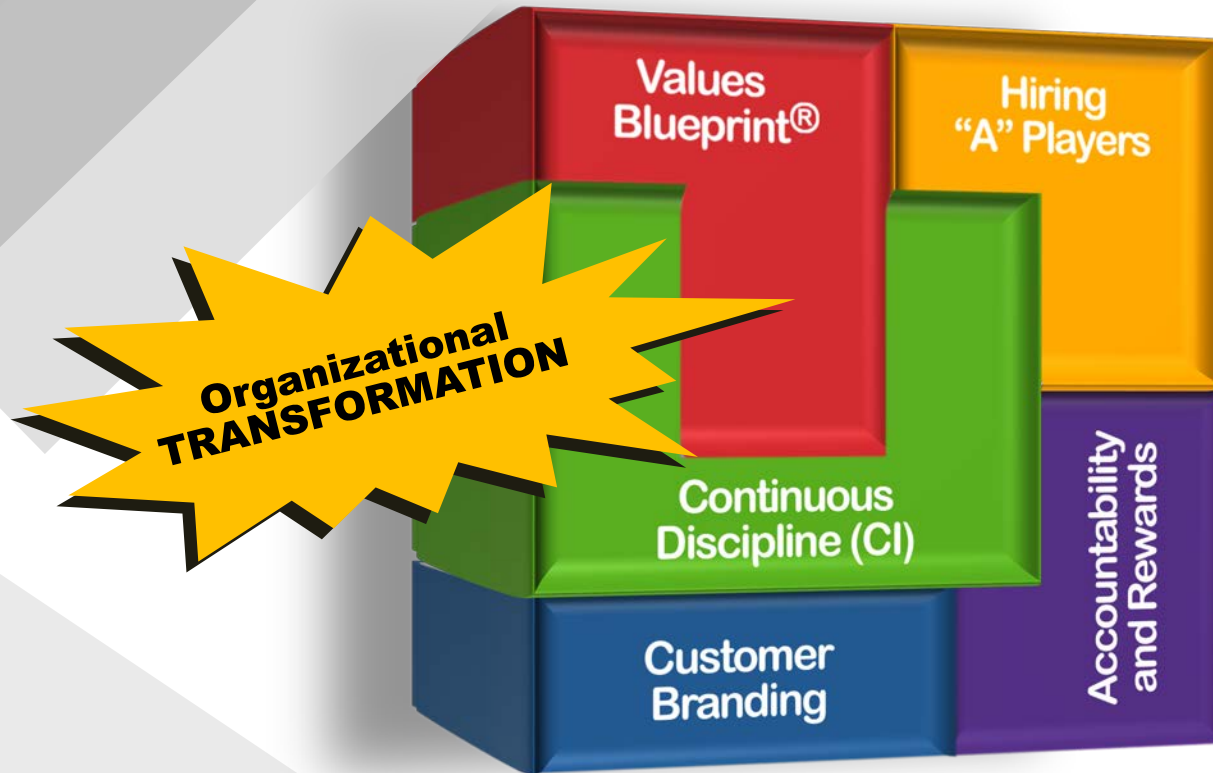






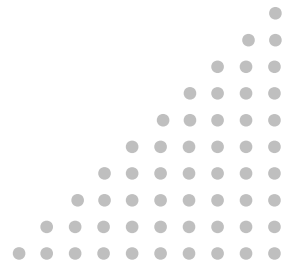
“CONSCIOUSLY DESIGN YOUR CULTURE —





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VALUES®  
MODEL

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VALUES  
BLUEPRINT

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E



EXCELLENCE

Going above and  
beyond to exceed  
expectations

P



PASSION

Loving what we do  
and taking pride in  
how we do it

I



INTEGRITY

Doing the right  
thing is embedded  
in who we are

I



INNOVATIVE

Pursuing  
a better  
way

C



COLLABORATIVE

Achieving our shared  
vision through  
teamwork





Peopleink



**DARE TO  
DELIGHT**

**We exceed expectations.**

- Actively listen and engage.
- Set achievable expectations and over deliver.
- Lead with enthusiasm, humility and honesty.
- Act in the best interest of G5 clients.



**MAKE A  
DIFFERENCE**

**We invest in each other and our community as active participants in enhancing the world around us.**

- Share knowledge and expertise.
- Lead at work and in the community.
- Actively seek opportunities to help others.
- Choose to be grateful, kind and optimistic.



**CHANGE  
THE GAME**

**We challenge the status quo by thinking differently, stepping up, and taking action.**

- Drive creative and scalable solutions.
- Disrupt and remove inefficiencies.
- Embrace change with agility and humor.
- Fail fast. Learn faster.
- Innovate.



**DO THE  
RIGHT THING**

**We always act with sincerity, integrity and courage.**

- Be collaborative and transparent.
- Take personal responsibility.
- Show respect for others.
- Demonstrate unwavering honesty.
- Do what you say.



**KILL IT**

**We accomplish and celebrate amazing results in everything we do.**

- Balance work, family, community, and self.
- Celebrate successes together.
- Have fun at work.
- Achieve exceptional results.

# 5 TO THRIVE





[i] *INTEGRITY*

Ethical Behavior

Open & Respectful Workplace

Accountability & Responsibility

Clear Communication



# CULTURE DRIVES PERFORMANCE

LEADERS





# JETBLUE AIRWAYS' CUSTOMER BILL OF RIGHTS

## INFORMATION

JetBlue will notify customers of known delays of 30 minutes or more, cancellations and diversions. Notification will be given in any of the following forms: via jetblue.com, via telephone upon request, on flight information display systems, via airport announcement, via onboard announcement, e mail or text message.

## CANCELLATIONS

All customers whose flight is cancelled by JetBlue will, at the customers' option, receive a full refund or reaccommodation on the next available JetBlue flight at no additional charge or fare. If JetBlue cancels a flight within 4 hours of scheduled departure and the cancellation is due to a *Controllable Irregularity*, JetBlue will also issue the customer a \$50 Credit good for future travel on JetBlue.

## DELAYS (Departure Delays or Onboard Ground Delays on Departure)

For customers whose flight is delayed 3 hours or more after scheduled departure, JetBlue will provide free movies on flights that are 2 hours or longer.

## DEPARTURE DELAYS

1. Customers whose flight is delayed for 1:30-1:59 hours after scheduled departure time due to a *Controllable Irregularity* are entitled to a \$25 Credit good for future travel on JetBlue.
2. Customers whose flight is delayed for 2-2:59 hours after scheduled departure time due to a *Controllable Irregularity* are entitled to a \$50 Credit good for future travel on JetBlue.
3. Customers whose flight is delayed for 3-3:59 hours after scheduled departure time due to a *Controllable Irregularity* are entitled to a \$75 Credit good for future travel on JetBlue.
4. Customers whose flight is delayed for 4-4:59 hours after scheduled departure time due to a *Controllable Irregularity* are entitled to a \$100 Credit good for future travel on JetBlue.
5. Customers whose flight is delayed for 5-5:59 hours after scheduled departure time due to a *Controllable Irregularity* are entitled to a Credit good for future travel on JetBlue in the amount paid by the customer for the one-way trip less taxes and fees.
6. Customers whose flight is delayed for 6 or more hours after scheduled departure time due to a *Controllable Irregularity* are entitled to a Credit good for future travel on JetBlue in the amount paid by the customer for the roundtrip (or the one-way trip, doubled) trip less taxes and fees.

LAST UPDATED: 01/2012

These Rights are subject to JetBlue's Contract of Carriage and, as applicable, the operational control of the flight crew, and apply to only JetBlue-operated flights.  
\*DIRECTV service is not available on flights outside the continental United States; however, where applicable, movies from JetBlue Features are offered complimentary on these routes.  
This document is representative of what is reflected in JetBlue's Contract of Carriage, the legally binding document between JetBlue and its customers.

## JetBlue Airways' Customer Bill of Rights

Above all else, JetBlue Airways is dedicated to bringing humanity back to air travel. We strive to make every part of your experience as simple and as pleasant as possible. Unfortunately, there are times when things do not go as planned. If you're inconvenienced as a result, we think it is important that you know exactly what you can expect from us. That's why we created our Customer Bill of Rights. These Rights will always be subject to the highest level of safety and security for our customers and crewmembers.

## ONBOARD GROUND DELAYS

JetBlue will provide customers experiencing an onboard ground delay with 36 channels of DIRECTV®, food and drink, access to clean restrooms and, as necessary, medical treatment. JetBlue will not permit the aircraft to remain on the tarmac for more than three hours unless the pilot-in-command determines there is a safety or security-related reason for remaining on the tarmac or Air Traffic Control advises the pilot-in-command that returning to the gate or another disembarkation point elsewhere in order to deplane would significantly disrupt airport operations.

### Arrivals:

1. Customers who experience an Onboard Ground Delay on Arrival for 1-1:59 hours after scheduled arrival time are entitled to a \$50 Credit good for future travel on JetBlue.
2. Customers who experience an Onboard Ground Delay on Arrival for 2 hours or more after scheduled arrival time are entitled to a Credit good for future travel on JetBlue in the amount paid by the customer for the roundtrip (or the one-way trip, doubled) less taxes and fees.

### Departures:

1. Customers who experience an Onboard Ground Delay on Departure after scheduled departure time for 3-3:59 hours are entitled to a \$50 Credit good for future travel on JetBlue.
2. Customers who experience an Onboard Ground Delay on Departure after scheduled departure time for 4 or more hours are entitled to a Credit good for future travel on JetBlue in the amount paid by the customer for the roundtrip (or the one-way trip, doubled) less taxes and fees.

## IN-FLIGHT ENTERTAINMENT

JetBlue offers 36 channels of DIRECTV® service on its flights in the Continental U.S. If our LiveTV™ system is inoperable on flights in the Continental U.S., customers are entitled to a \$15 Credit good for future travel on JetBlue.

## OVERBOOKINGS (As defined in JetBlue's Contract of Carriage)

Customers who are involuntarily denied boarding shall receive \$1,300.

jetBlue  
AIRWAYS®



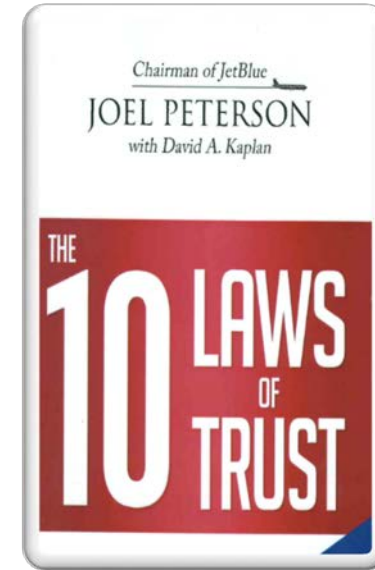
TODAY EXCLUSIVE  
JETBLUE'S CEO ONE-ON-ONE

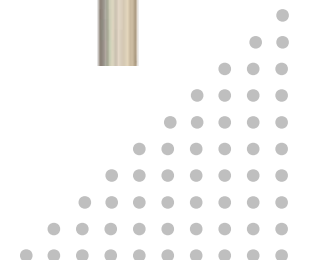




“PEOPLE WILL FORGIVE YOU FOR NOT  
BEING THE LEADER YOU WANT TO BE –  
BUT **NEVER FOR NOT BEING THE  
LEADER YOU CLAIM TO BE.**”

- Diane Sawyer, ABC News









“CULTURE IS THE  
COLLECTION OF  
**BEHAVIORS** OF AN  
ORGANIZATION.”







WHAT DEFINES A  
BUSINESS IS NOT  
THE WORDS THAT A  
CEO OR HUMAN  
RESOURCES  
DEPARTMENT  
TROT OUT, BUT  
RATHER  
THE WAY AN  
ORGANIZATION  
ACTUALLY  
BEHAVES.





PeopleInk



BARKING  
FOR JOY





## VALUES COMMITTEE





# Peopleink

**JET TO THE POINT  
INSPIRE HUMANITY**

Dear Crewmembers –

Safety has been JetBlue's #1 value since long before our first flight. Although our business has evolved considerably over the years, our commitment to safety remains our most important priority as we mark our 10<sup>th</sup> anniversary. This spring, to help us maintain and improve our culture of safety, we're rolling out JetBlue's new industry-leading safety policy, a major component of our overall Safety Management System (SMS).

SMS is a lot more than another set of procedures. Also, "system" in this sense isn't a computer tool but rather a fresh approach we'll take to proactively identify and mitigate risks before they have the chance to become incidents or accidents. Primarily, this means shifting our methods from being reactive to safety issues to encouraging more reporting and using your feedback to be more proactive – averting risk and increasing safety.

The Federal Aviation Administration (FAA) has mandated that all U.S. commercial airlines have a Safety Management System (SMS) in place by 2018. We are enthusiastic about this opportunity to fortify our safety culture. We are well ahead of the regulatory deadline and, in fact, have created the first plan of its kind here in the U.S. – one we believe will be a model for our industry.

So what's changing? Reporting your safety concerns has always been an important part of JetBlue's safety fabric. Our new safety policy encourages you to do more of it, and improves on how we use that information. We have already established Flight Ops, Flight Tech Ops, SOC and Airport risk working groups, as well as a high-level Safety Review Board, that I personally chair to make sure safety issues are properly evaluated. Together with our Safety Change team, these teams will use that information we receive when you submit a Safety Action Report to account for and promptly reviewed.

You are the eyes and ears of our operation and action on your feedback ultimately determines the strength of our safety culture.

Of course, none of this can happen unless we all feel empowered to report potential safety risks or operational hazards, and now we won't feel that way for the rest of our reporting (even reporting a mistake you may have made). While all human and machine happen, the result of that safety-related mistake, should involve being able to learn within culture that we simply must address – that's why reporting is so critical. On the flip side of the coin, there's a big difference between human error and intentional reckless behavior, which threatens safety – we have zero tolerance for that.

In the coming weeks and months, you'll hear a lot more about how SMS will affect you. For now, keep doing what you're doing – make sure to submit any safety concerns through a **Safety Action Report** in our SMS. For all, this report is a confidential safety report available to all Crewmembers. The Safety Department and your work group leaders will keep you updated as we roll out new processes and procedures for safety reporting. Keeping each other, our Customers, and our assets safe is truly a team effort – and the most critical responsibility we have as Crewmembers.

Best wishes – *Robin*

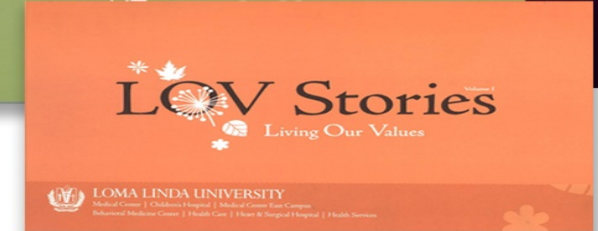
**To Our Employees**  
Compassion. Integrity. Excellence. Teamwork. Wholeness.

All of us who collaborate in the healing ministries of Loma Linda University Medical Center share the vision of innovating excellence in Christ-centered health care. During the last year we have sought to clarify the core values that best fit this vision. With the active participation of colleagues throughout our organization, we have defined five values we want to characterize the way we relate to each other and serve those who come to us for care: Compassion, Integrity, Excellence, Teamwork, and Wholeness.

The enclosed DVD is intended to help all of us better understand these core values. I hope you will take time to watch the video, reflect on its meaning, and then join in living the values.

Thank you for being an important member of our

*Ruthie G. Fife*



## LIVING THE VALUES





JET TO THE POINT  
INSPIRE HUMANITY

UN  
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FUN  
CARE  
PASS  
INTE  
PASS  
FUN  
INTE  
PASS  
RING  
CARE  
INTE  
PASS  
RING  
CARE

Dear Crewmembers –

Safety has been JetBlue's #1 value since long before our first flight. Although our business has evolved considerably over the years, our commitment to safety remains our most important priority as we mark our 15<sup>th</sup> anniversary. This spring, to help us maintain and improve our culture of safety, we're rolling out JetBlue's new, industry-leading Safety Policy, a major component of our overall Safety Management System (or SMS).

SMS is a lot more than another airline acronym. Also, "system" in this sense is not a computer tool but rather a fresh approach we'll take to proactively identify and mitigate risks before they have the chance to become incidents or accidents. Primarily, this means shifting our methods from being reactive to safety issues to encouraging more reporting and using your feedback to be more predictive – averting risk and increasing safety.

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Of course, none of this can happen unless we all feel empowered to report potential safety risks or operational hazards and know we won't face reprisal for the mere act of reporting (even reporting a mistake you may have made). We're all human and mistakes happen. Be mindful that safety-related mistakes could indicate larger issues within JetBlue that we simply must address – that's why reporting is so valuable. On the flip side of the coin, there's a big difference between human error and intentional reckless behavior which threatens safety – we have zero tolerance for that.

In the coming weeks and months you'll hear a lot more about how SMS will affect you. For now, keep doing what you're doing – make sure to submit any safety concerns through a [Safety Action Report](#) in our JBMS Portal. This report is a confidential safety report available to all Crewmembers. The Safety Department and your workgroup leaders will keep you updated as we roll out new processes and procedures for safety reporting. Keeping each other, our Customers, and our assets safe is truly a team effort – and the most critical responsibility we have as Crewmembers.

Best wishes –

*Rosie*





## To Our EMPLOYEES

COMPASSION. INTEGRITY. EXCELLENCE. TEAMWORK. WHOLENESS.

All of us who collaborate in the healing ministries of Loma Linda University Medical Center share the vision of innovating excellence in Christ-centered health care. During the last year we have sought to clarify the core values that best fit this vision. With the active participation of colleagues throughout our organization, we have defined five values we want to characterize the way we relate to each other and serve those who come to us for care: Compassion, Integrity, Excellence, Teamwork, and Wholeness.

The enclosed DVD is intended to help all of us better understand these core values. I hope you will take time to watch the video, reflect on its meaning, and then join in living the values.

Thank you for being an important member of our Loma Linda team,

*Ruthita J. Fike*

**VALUES**  
Recognition Toolkit



LOV S

LOV



LOMA LINDA UNIV  
Medical Center | Children's Hospital | Med  
Behavioral Medicine Center | Health Care |





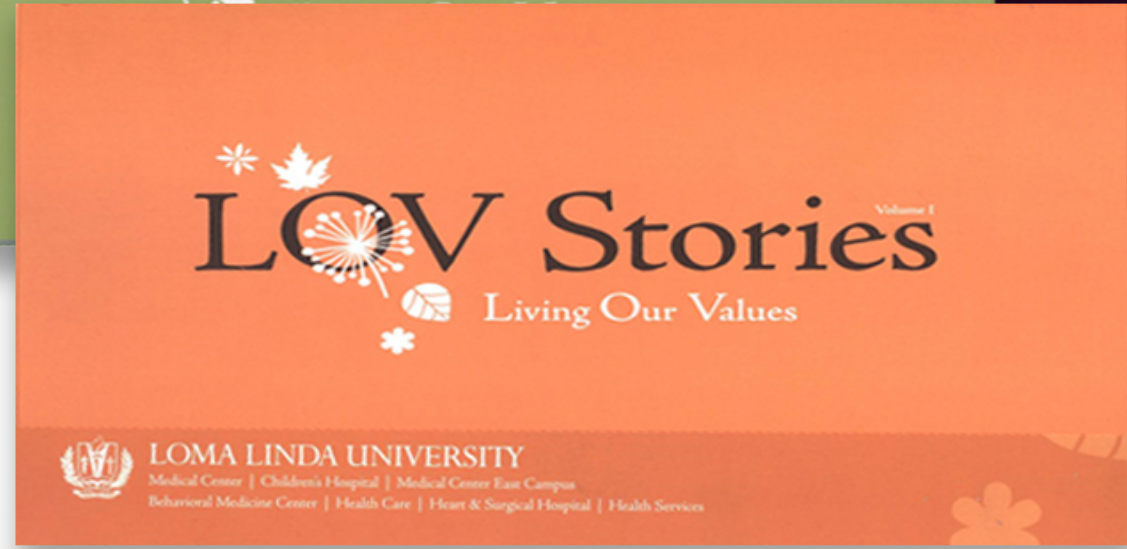
# EMPLOYEES

CE. TEAMWORK. WHOLENESS.

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## VALUES





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The strength of our operation and action on your feedback ultimately determines the strength of our

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# VALUES

## Recognition Toolkit

Ruthita & Fike



## OUR VALUES





in our JBVS Portal. This  
ent and your work group  
supporting. Keeping each  
responsibility we have as







CULTURE  
BY DESIGN



YOUR  
DESIGN



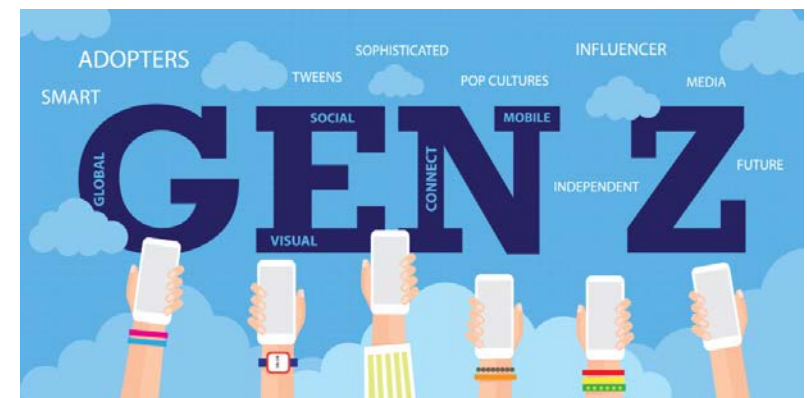




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MODEL

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## MILLENNIALS – 1981 - 1995

- NOW BECOMING LEADERS WHO EXPECT CHANGE
- 64% WANT TO MAKE THE WORLD A BETTER PLACE
  - INPUT
- 79% DESIRE A COACH OR MENTOR AS BOSS
- 88% SEEK COLLABORATIVE WORK CULTURE
- 86 WANT WORK-LIFE INTEGRATION VS.WORK-LIFE BALANCE
- 74% PREFER FLEXIBLE WORK SCHEDULES





# GENERATION Z

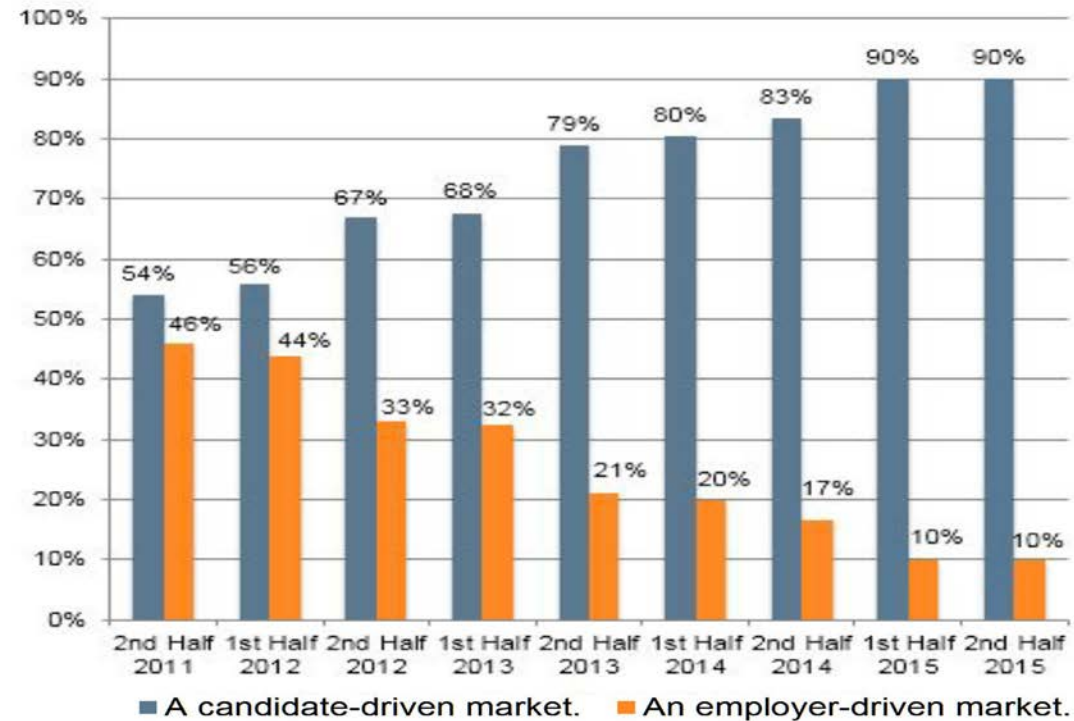
(IGEN) – 1995 - 2012

- MORE PRACTICAL
- MORE VOCAL-RE: INJUSTICE & INEQUALITY
- HIGHLY CONNECTED TECHNOLOGICALLY
- MORE LIKELY TO BE MISUNDERSTOOD
  - SOCIAL CONNECTIONS
- WANT TO FEEL CONNECTED
- MORE MOTIVATED, MORE OPTIMISTIC
- STRONG ADVOCATES FOR GREAT WORKPLACE CULTURE



According to [research](#), the current job market is **90% candidate driven**. That means you don't pick talent anymore. **Talent picks you.**

### Is it a Candidate or Employer-Driven Market?



From <<https://www.talentlyft.com/en/blog/article/87/15-new-recruiting-trends-you-should-implement-in-2019-updated>>



## THE IMPORTANCE OF CANDIDATE EXPERIENCE . . .

THE CANDIDATES WHO HAD A **POSITIVE** CANDIDATE EXPERIENCE IN YOUR RECRUITING PROCESS WILL MORE LIKELY **ACCEPT** YOUR JOB OFFER, **REAPPLY** IN THE FUTURE AND **REFER** OTHERS TO YOUR COMPANY. A NEGATIVE CANDIDATE EXPERIENCE CAN COST YOU MORE THAN A FEW CANDIDATES.

From <<https://www.talentlyft.com/en/blog/article/87/15-new-recruiting-trends-you-should-implement-in-2019-updated>>





INVOLVE  
PEOPLE  
IN RECRUITING  
AND HIRING  
PEER HIRING



BBNC  
EXECUTIVE  
TEAM

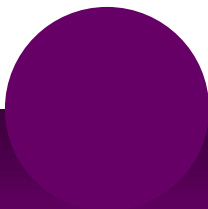




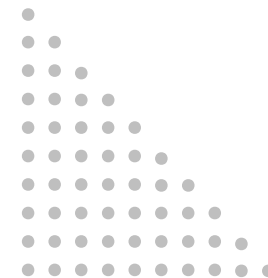
PAST  
BEHAVIOR



**FUTURE  
BEHAVIOR**







## APPLICANT

GIVE ME AN  
EXAMPLE OF HOW  
YOU CARED FOR A  
CHALLENGING  
PATIENT.







People**ink**

**APPLICANT**  
GIVE ME AN EXAMPLE  
OF A TIME YOU KNEW  
BY TELLING THE  
TRUTH YOU WOULD  
BE JEOPARDIZING  
YOUR JOB.





People**ink**



**"A" PLAYERS  
BEHAVIORS**  
CONSISTENTLY  
REFLECT THE  
VALUES OF THE  
ORGANIZATION





People**ink**



DISRUPTIVE  
BEHAVIOR



# ABC

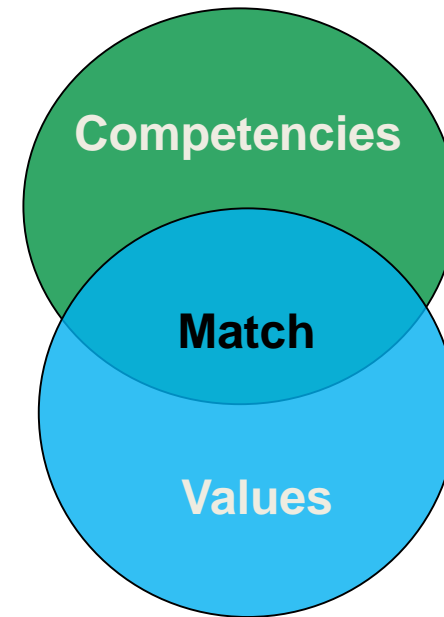
SHARE "C" PLAYERS WITH THE  
COMPETITION

.

# • PeoplePix® Interview Process

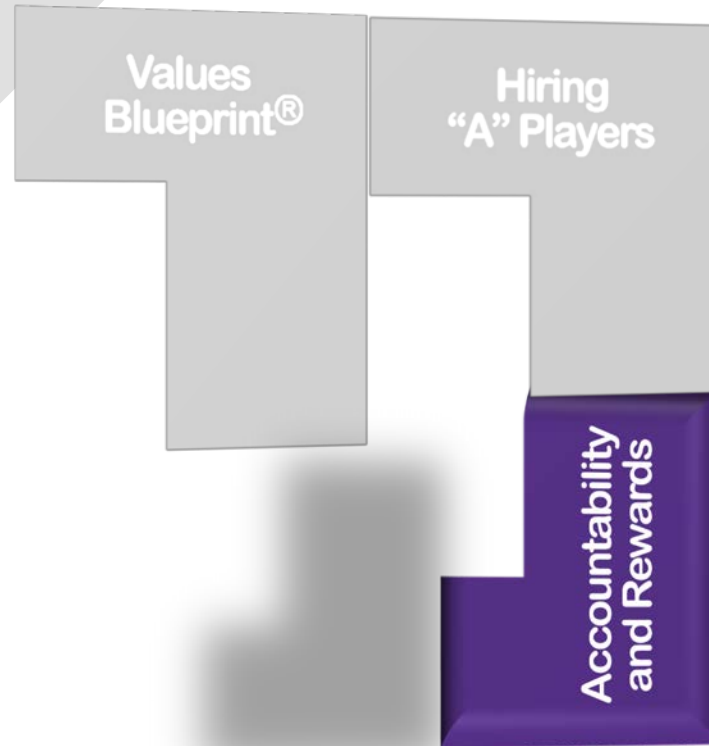
**Competencies**  
(Abilities)

**Values**  
(Likes/Dislikes)









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MODEL

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ACCOUNTABILITY  
HOLDING EACH  
OTHER  
ACCOUNTABLE





Juniper assesses both “what” an employee contributed and “how” an employee performed across the performance period.

Elements of Past Performance

**Contribution**

Makes a contribution that enables Juniper to win in the marketplace.

**Connections**

Develops “energy-generating relationships by practicing the Juniper Way (Juniper’s values).

**“J Player”  
Best Talent  
for Juniper**

**Capabilities**

Has, applies, and grows the capabilities required for success at their career stage and to scale with the role.

**Career**

Has professional interests aligned with our vision and are highly motivated by the purpose of our work.

Elements of Future Performance

Juniper assesses future capabilities and career alignment to enable proactive action by both employees and the organization.





## INDIVIDUALIZED TREATMENT



TREAT FAIRLY *NOTEQUALLY*



WORK FLEXIBILITY FOR WORK LIFE BALANCE  
ON-SITE GYMS AND SHOWERS  
POPCORN  
OFFICE PARTIES  
DOUGHNUTS ON FRIDAYS  
YOGA CLASSES  
WEIGHT WATCHERS GROUP  
DRY CLEANING SERVICES  
CHARITABLE ACTIVITIES



# QUIRKY PERKS

SOCIAL EVENTS INCLUDING FAMILY MEMBERS  
FIRM SPORTS TEAM  
FLEXIBILITY IN LOCATIONS OUTSIDE THE  
GEOGRAPHIC FOOTPRINT  
SUPPORT FOR MEDICAL AND FAMILY ISSUES  
GIFTS FOR SPECIAL ANNIVERSARIES





BRING YOUR  
PARENTS TO  
WORK DAY!







Donald Rayburn has received an award for Caring.  
From Barbara Brown 8 minutes ago

Danielle R. Byham has received an award for Caring.  
From Marlene Colton Rice 9 minutes ago

Gary E. Williams has received an award for Caring.  
From Janice Ruse 30 minutes ago

Michael Leck has received an award for Passion.  
From Jeffrey Purdum 30 minutes ago

Stacy Van-Carta has received an award for Caring.  
From Myra Colham 30 minutes ago

Rub Lewis has received an award for Caring.  
From Lauren Reese 30 minutes ago

#### Company awards feed

View All | Watchlist

edit awardfeed

#### Program guidelines



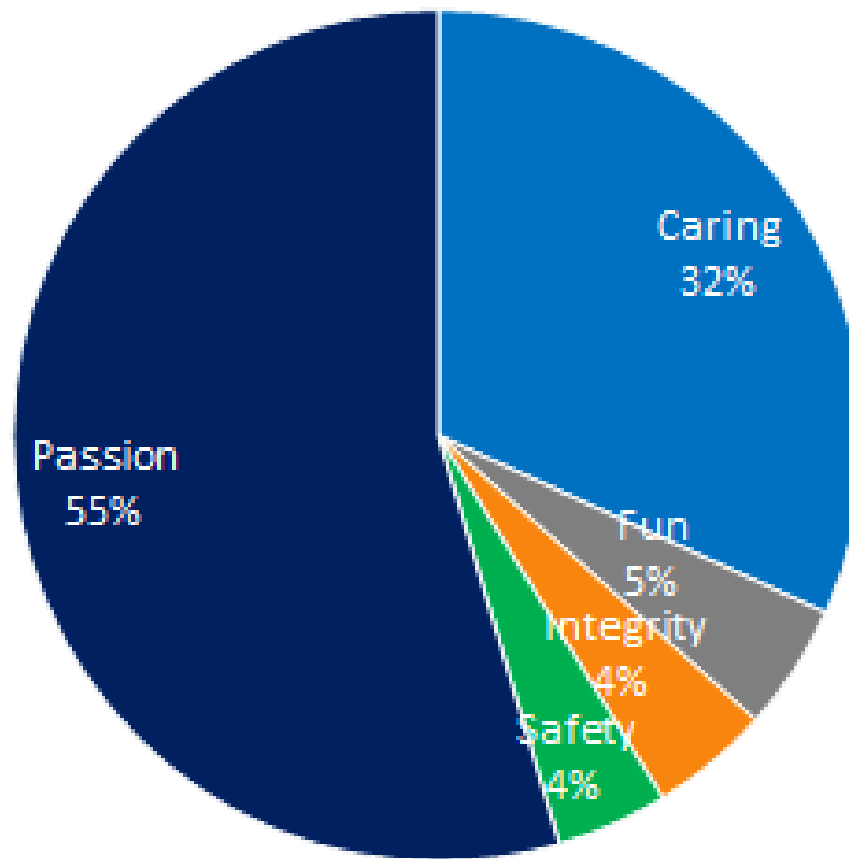
#### Frequently asked questions



There is no better way to encourage the right behaviors than to recognize and reinforce those who model those behaviors

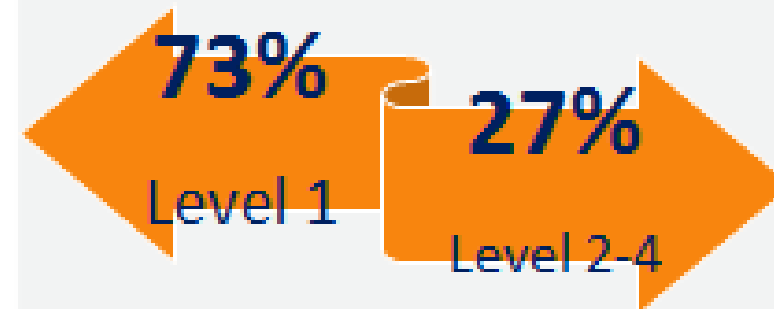


LIFTS per VALUE



When Crewmembers go the extra mile to live our VALUES...we all **celebrate** and **reward** great work!

- Social, peer-to-peer recognition
- Online or via mobile app
- **LEVEL 1:** Crewmembers to teammates
- **LEVEL 2-4:** Given by Crewleaders with great gift cards up to \$100

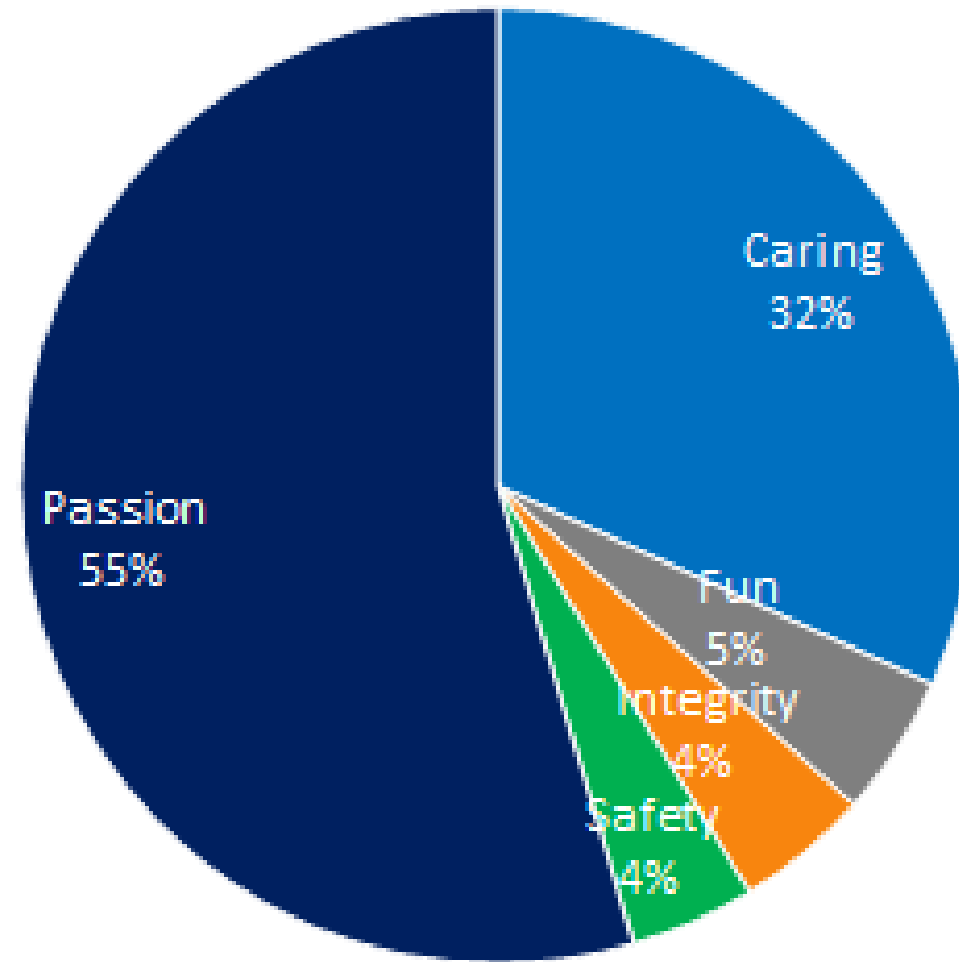


LIFTS between 2014 — 2016

There is no better way to encourage the right behaviors than to recognize and reinforce those who model those behaviors

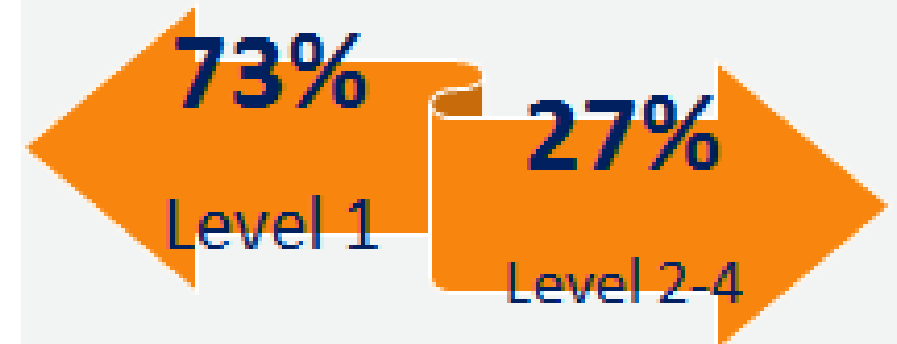
**LIFT**

LIFTS per VALUE



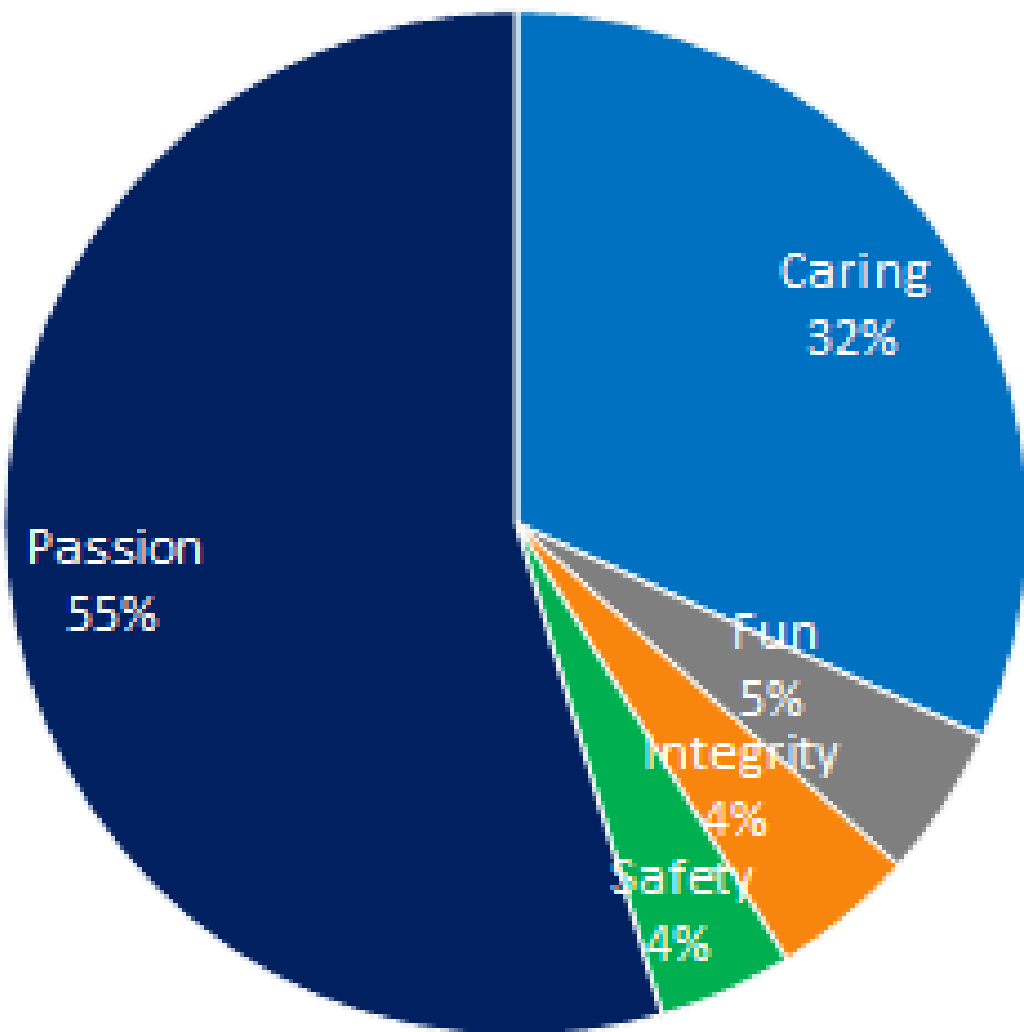
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LIFTS between 2014 — 2016

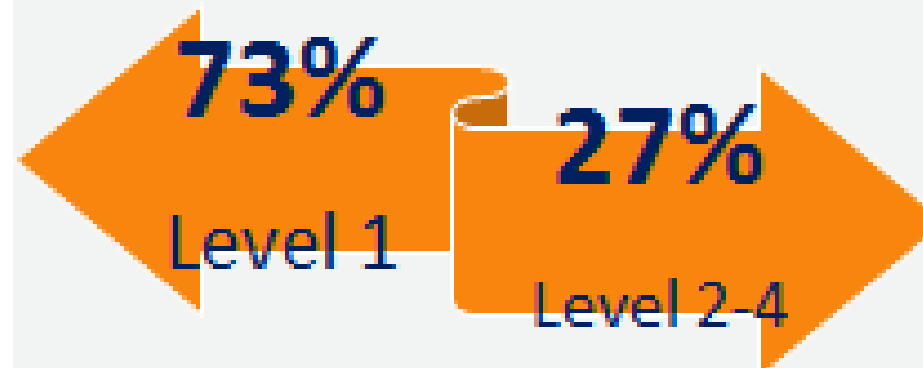




*LIFTS between 2014 — 2016*

When Crewmembers go the extra mile to live our VALUES...we all **celebrate** and **reward** great work!

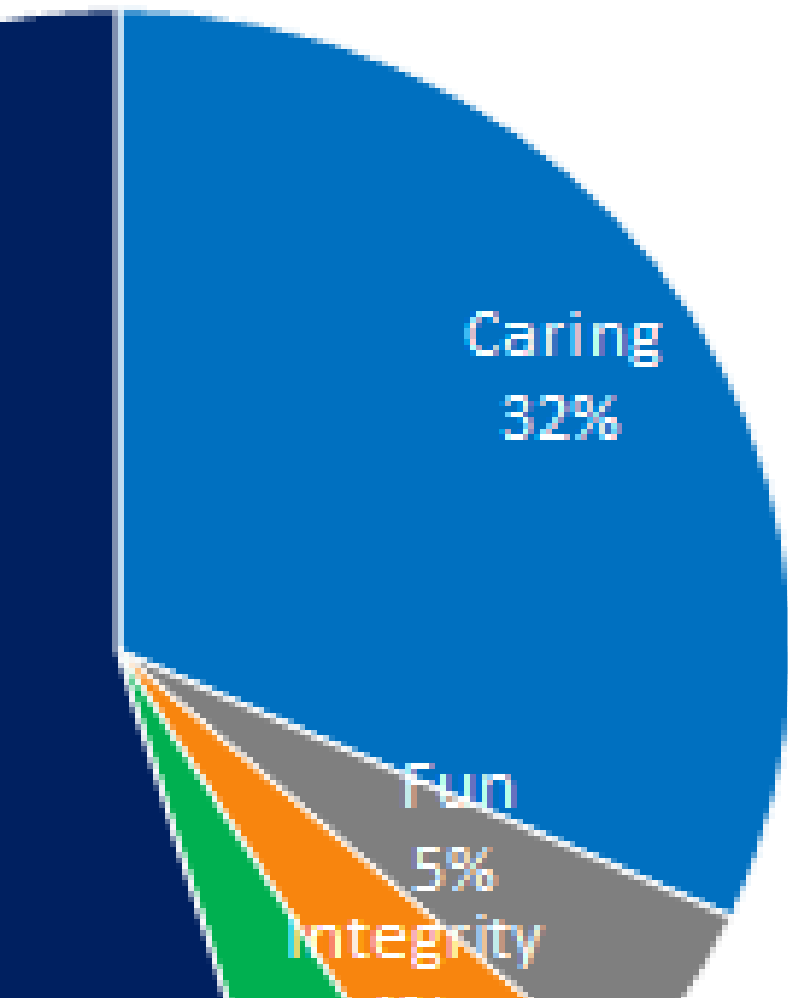
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\$ per VALUE



When Crewmembers go the extra mile to live our VALUES...we all **celebrate** and **reward** great work!

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- Online or via mobile app
- **LEVEL 1:** Crewmembers to teammates
- **LEVEL 2-4:** Given by Crewleaders with great gift cards up to \$100

73%

27%

# LEARNING AT THE LOO!

Google





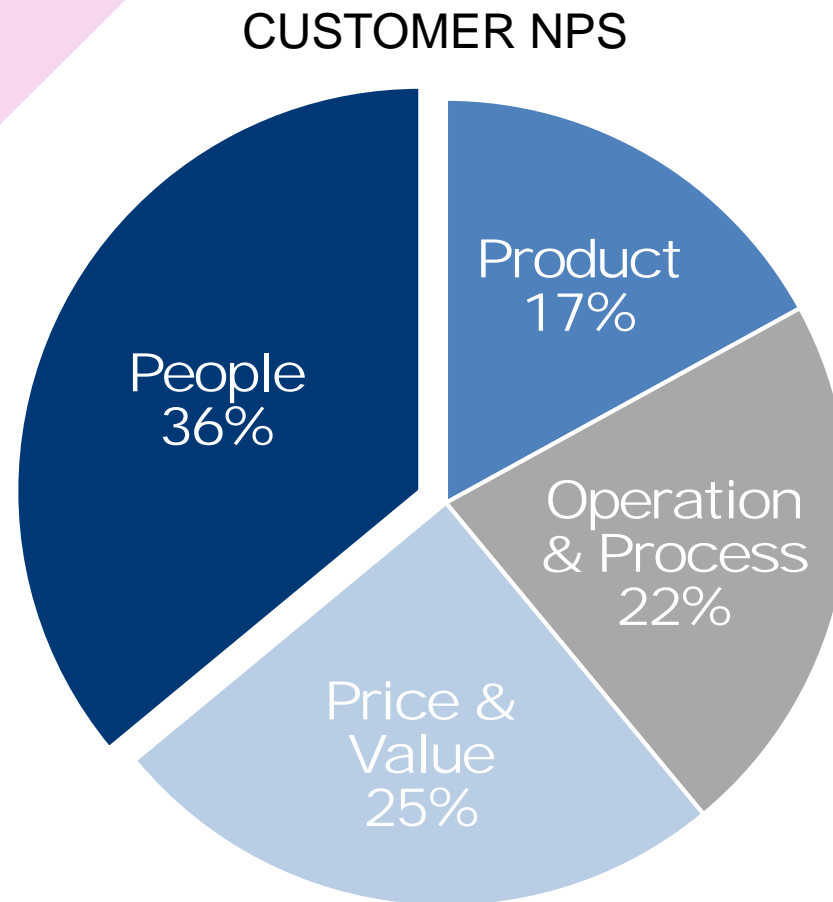


BUILT ON  
VALUES  
MODEL

COPYRIGHT 2006  
PEOPLE INK  
PATENT PENDING



WHAT  
INFLUENCES  
CUSTOMER  
LOYALTY?



jetBlue  
AIRWAYS®

YOUR PEOPLE  
ARE YOUR  
BRAND



“SUCCESS  
IS A  
TEAM  
SPORT.”





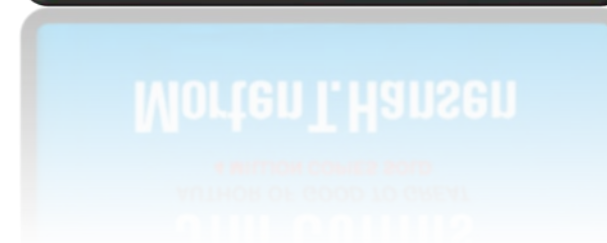
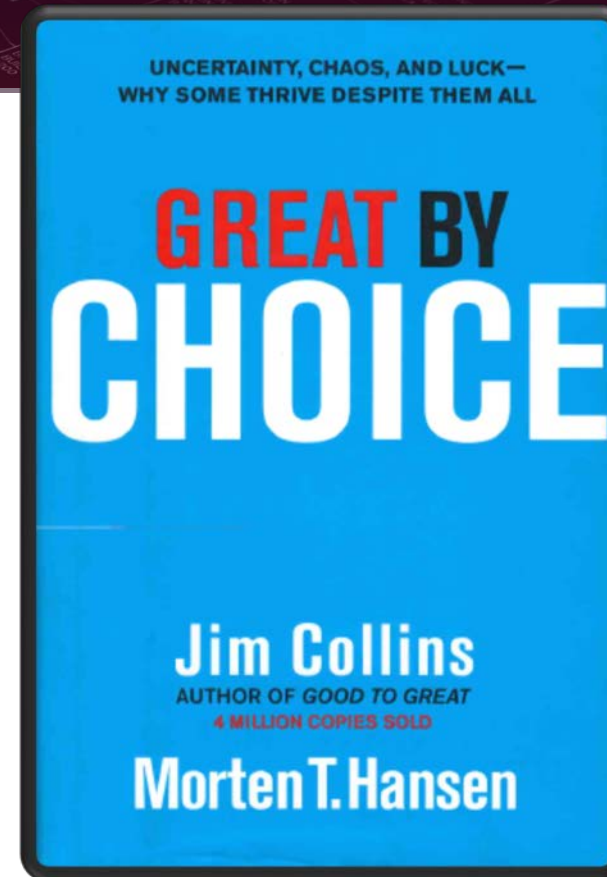
CUSTOMERS WANT TO DO BUSINESS MORE OFTEN WITH  
COMPANIES WHERE THE EMPLOYEES



THRIVE IN A CULTURE THAT REWARDS THE  
VERY BEST CUSTOMER SERVICE



BOTH KELLEHER, SWA AND LEWIS, *PROGRESSIVE INSURANCE*, LIKE ALL THE 10XERS WE STUDIED, WERE NONCONFORMISTS IN THE BEST SENSE. **THEY STARTED WITH VALUES, PURPOSE, LONG-TERM GOALS, AND SEVERE PERFORMANCE STANDARDS; AND THEY HAD THE FANATIC DISCIPLINE TO ADHERE TO THEM.**





## "YOUR CULTURE IS THE HEART AND SOUL OF YOUR ORGANIZATION."

AN ORGANIZATIONAL CULTURE IS ALIVE, CONTINUALLY INFLUENCING AND BEING INFLUENCED BY THE SHARED VALUES AND BEHAVIORS OF ITS PEOPLE.

GREAT WORKPLACE CULTURES CREATE INCREDIBLE ADVANTAGES-THEY ATTRACT TALENT, MOBILIZE INVOCATION, DEVELOP STRONG LEADERS, AND BECOME THE ORGANIZATION'S MUSCLE MEMORY FOR ONGOING SUCCESS."



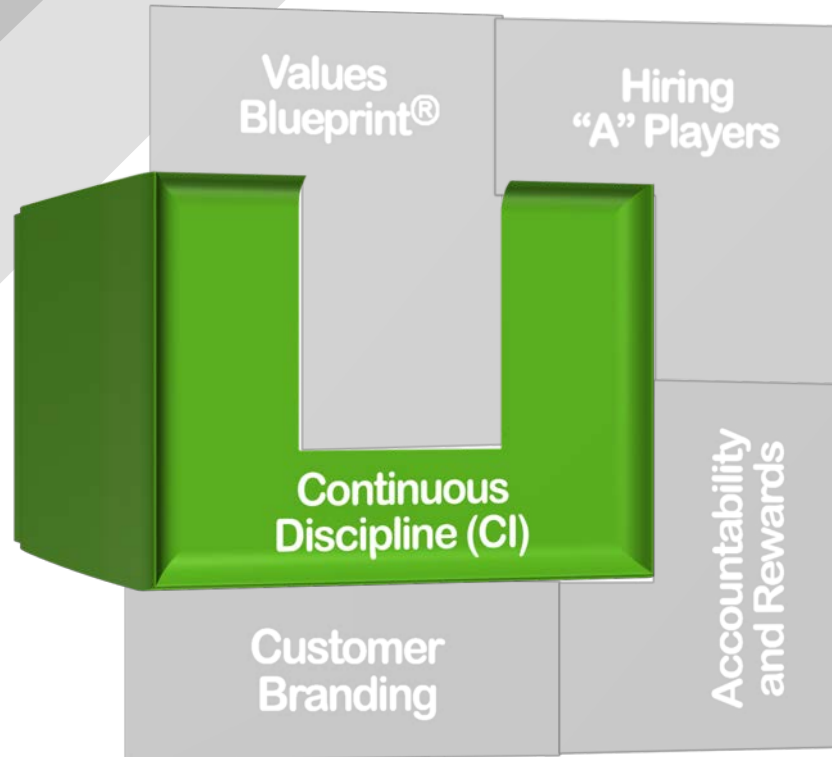




“YOUR COMPANY’S CULTURE  
AND YOUR COMPANY’S  
BRAND ARE REALLY JUST  
TWO SIDES OF THE SAME  
COIN. **YOUR CULTURE IS  
YOUR BRAND.**

- Tony Hsieh





BUILT ON  
VALUES  
MODEL

COPYRIGHT 2006  
PEOPLE INK  
PATENT PENDING





# JETBLUE 101

BUSINESS OF  
THE AIRLINE





# Infusionsoft.

## The Everest Mission

### MISSION

To create and dominate the market of all-in-one sales & marketing software for small businesses

### STRENGTHS TO LEVERAGE

1. Small business passion that connects
2. Small business sales and marketing education
3. Commitment to partner success
4. POV method
5. Follow-up marketing

### STRENGTHS TO DEVELOP

1. Easy setup and campaigns
2. Simple CRM for end users
3. Platform and integrations
4. Lead gen for small businesses
5. Average revenue per customer

Customers: 40,000  
Revenue: \$10M  
Employees: 100

Camp 3  
2014

Customers: 1,000  
Revenue: \$250K  
Employees: 10

Camp 1  
2010

Cash Flow Positive

### TARGET MARKET

- True Small Businesses
- Under 25 employees
- Over \$100,000 in sales

### PURPOSE

To help small businesses succeed

### CORE VALUES

- We empower entrepreneurs
- We listen, we care, we serve
- We do what we say we'll do
- We practice open, real communication
- We face challenges with optimism
- We check our ego at the door
- We innovate and constantly improve
- We do the right thing
- We believe in people and their dreams



SUMMIT  
2016

Customers: 100,000  
Revenue: \$2M  
Employees: 1,000

### VITAL SIGNS

- NPS: 60
- CLV: CAC: 8:1
- Profit: Growth: 8
- Negative Revenue Churn

Customers: 10,000  
Revenue: \$500K  
Employees: 100

Camp 2  
2012

Customers: 1,000  
Revenue: \$50K  
Employees: 10

Base Camp  
2007

### POSITIONING

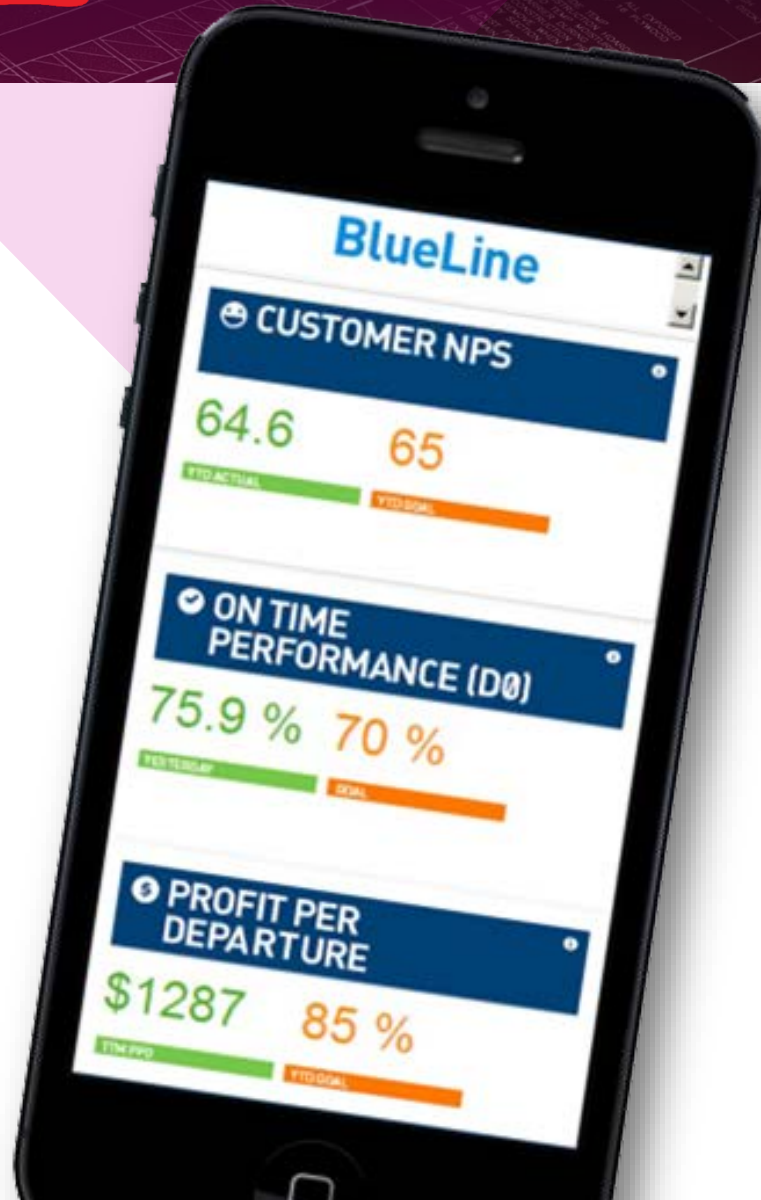
Infusionsoft is the all-in-one sales and marketing software for small businesses

### BRAND PROMISE

The easiest way to grow sales and save time



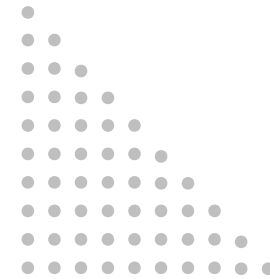
BlueLine



Key Metrics



\$30  
MILLION  
TO DATE



Peopleink





**DOUBLETREE TEAM \$1,200**





Malcolm Baldrige  
National Quality Award

2014 Award Recipient



HILL COUNTRY MEMORIAL

HCM is a **TOP 100** US Hospital



"As a Truven Top 100 Hospital for two years in a row, Hill Country Memorial is reshaping health care in a way that means better medical outcomes, increased satisfaction and improved experience for patients and their families."

JAYNE E. POPE, FACHE, RN, MBA  
*HCM Chief Executive Officer*

TRUVEN HEALTH ANALYTICS

**100 TOP  
HOSPITALS**

**2015**

'03 '12 '13 '14 '15



HCM is **1\*** in the US for  
*Customer Experience.*

*Texas Hospital Association*



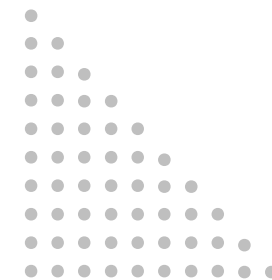
HCM is in the top 2% in the nation to receive  
both the *Patient Safety Excellence Award* &  
*Outstanding Patient Experience Award.*

*Healthgrades*





99%  
POSITIVE







“WHEN  
YOU  
THINK  
YOU’RE  
HOT

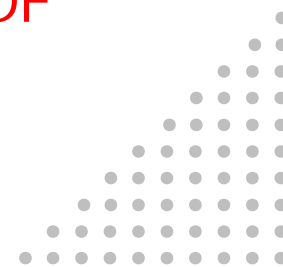
YOU’RE  
NOT!”





“**LEGACY** . . . THE TRUE MEASURE OF A LEADER IS NOT ONLY WHAT YOU ACCOMPLISH WHILE IN OFFICE BUT ALSO THE FEELING THAT LINGERS ONCE YOU LEAVE.

TO AFFECT OTHERS' LIVES SO PROFOUNDLY – BECAUSE PEOPLE TRUSTED YOU, RESPECTED YOU, WERE INSPIRED BY YOU, LEARNED FROM YOU, FELT EMBOLDENED BY YOU TO ACHIEVE MAGNIFICENT OUTCOMES – IS TO BE A **LEADER OF CONSEQUENCE.**”







“IF IT DOES NOT  
CHALLENGE YOU  
IT WILL NOT  
CHANGE  
YOU.”







# PeopleInk

THANK YOU  
ANN RHOADES & LYNN WALN

VALUES

INTEGRITY

TEAMWORK

RESPECT

PERFORMANCE

COMMUNITY

EXCELLENCE

ADAPTABILITY

CARING

HONESTY

TRUST

DIVERSITY

ACCOUNTABILITY

PARTNERSHIPS

SERVICE

QUALITY

PROFESSIONALISM

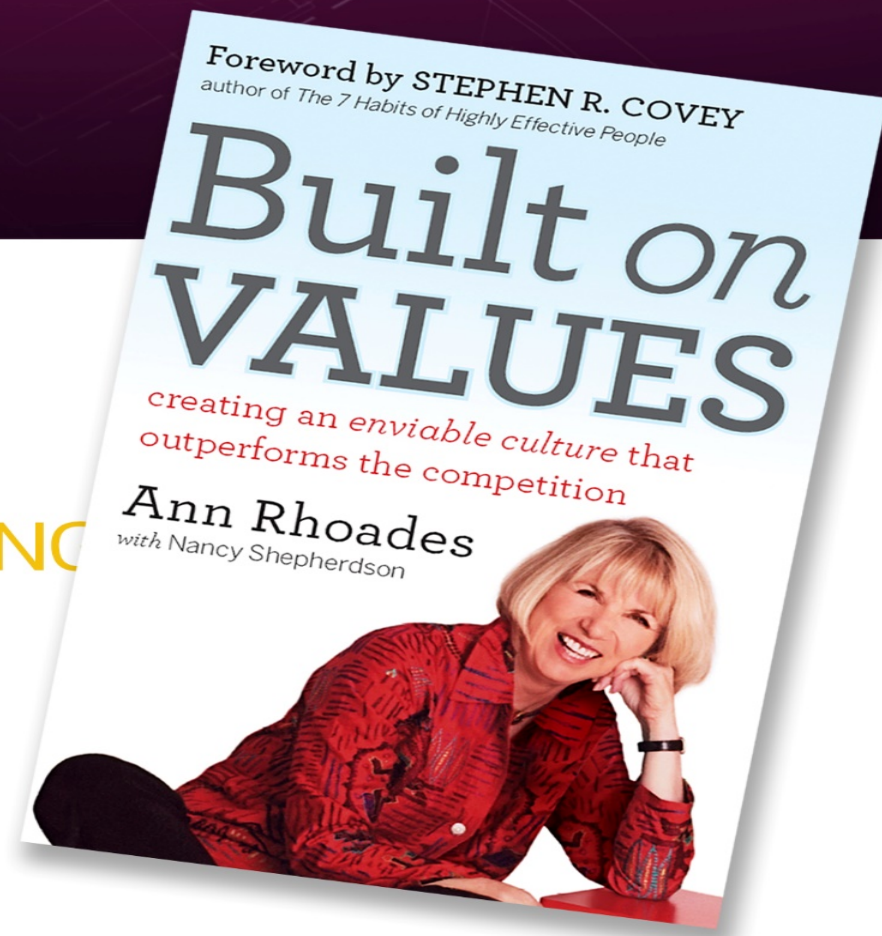
INNOVATION

COMMUNITY

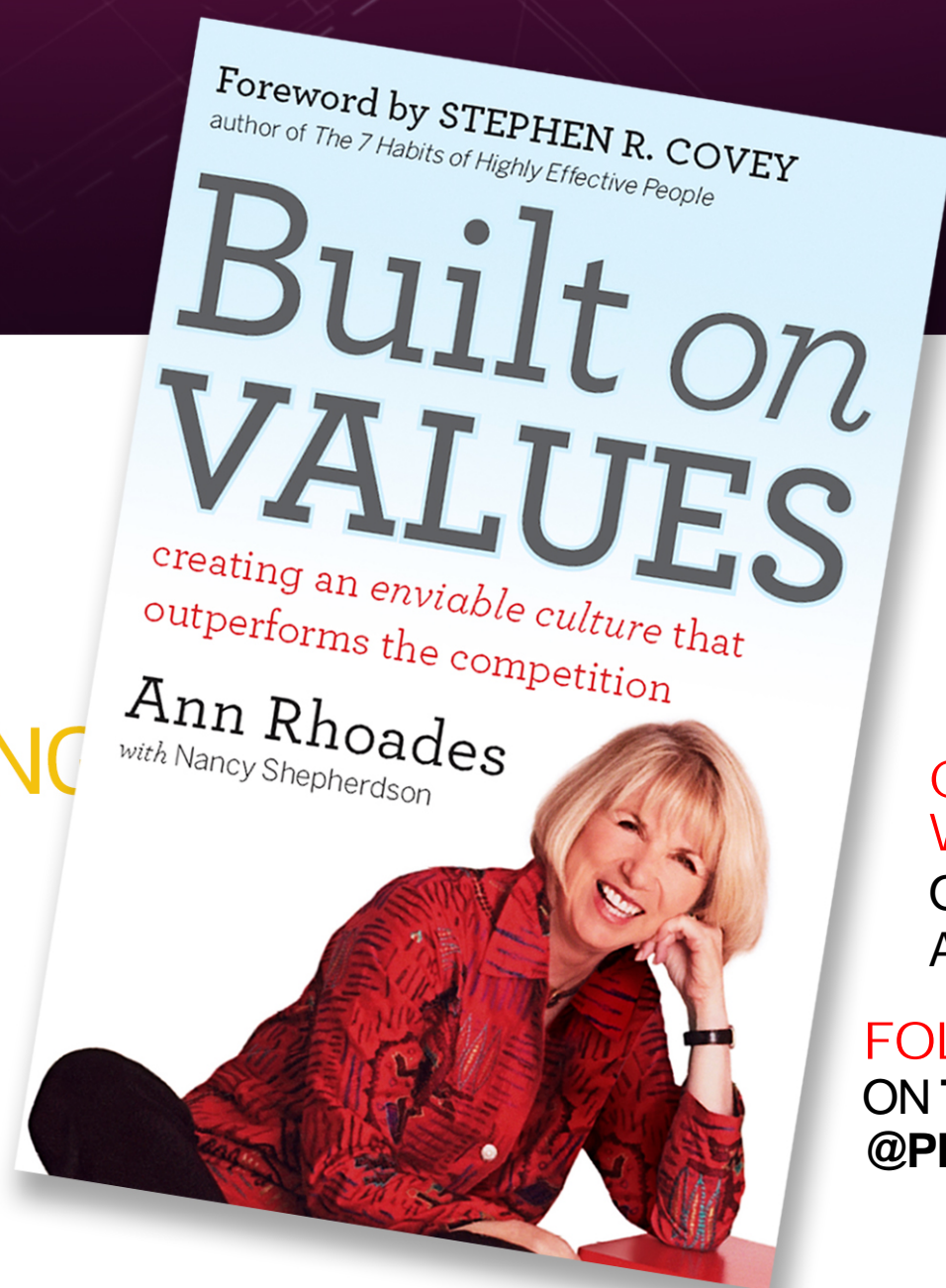
FRIENDLY

DEPENDABILITY

COOPERATION



EXCELLENCE  
ADAPTABILITY  
COMMUNITY  
VALUES  
INTEGRITY  
CARING  
HONESTY  
TRUST  
DIVERSITY  
RESPECT  
ACCOUNTABILITY  
PARTNERSHIPS



CONNECT  
WITH ME  
ON FACEBOOK  
AND LINKEDIN

FOLLOW ME  
ON TWITTER  
@PEOPLEINK