


PRESENTATION

# BIGSPEAK CORE VALUES



A person stands on the edge of a dark, rocky cliff, pointing a flashlight towards a bright red light source in a dark, cave-like setting. The light creates a strong glow and illuminates the surrounding rock formations.

As an organization,  
BigSpeak is committed to  
continuous learning. Our  
internal values are:  
**Communication, Growth,  
Accountability, Optimism  
and Collaboration**

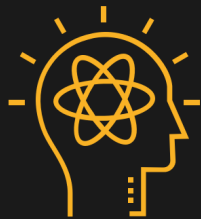


BE OPTIMISTIC

# OPTIMISM

We define Optimism as: everyone on our team **being focused on the most favorable and positive outcomes** in our present and future.

# OPTIMISM



## BE A SPARK

As challenges arise, light up the space with a “solutions-focused” mindset that builds a forward-thinking culture



## CELEBRATE

Party like mad for key accomplishments by individuals, departments, and the company



THINK  
BEFORE  
YOU  
SPEAK.  
READ  
BEFORE

# COMMUNICATION

We define Communication as: **our flow of information within the team**, which includes our messaging, our tone and our follow-through.



## SHOW COURAGE

Be vulnerable, authentic, thoughtful, and honest



## BE TIMELY

Respond in a solution-minded, timely manner.



## VERIFY INTENTIONS

Ensure the intent of communication with colleagues has the intended effect



## LISTEN

Be open-minded, curious, and willing to learn



# GROWTH

We define Growth as: our **commitment to evolving** as individuals and a team.



## BE RELENTLESS

Drive innovation and process improvement within and between functional areas



## "BRAND YOU!"

Identify your key brand differentiators; model those behaviors in every colleague and client interaction



## FEED THE HEAD

Seek opportunities to learn and expand skills for self, colleagues, BigSpeak, and clients



## SET BIGGOALS

Set goals that stretch and challenge perceived boundaries. Use goal setting tools, including the IIR Formula, historical KPI's and SMART



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# ACCOUNTABILITY

We define Accountability as: **following through, accepting responsibility** for our verbal or written commitments, actions and **owning our deliverables** to each other and BigSpeak.

# ACCOUNTABILITY



## FOLLOW-THROUGH

Form collaborative, data-driven next steps/next actions (NS/NA) agreements



## BE PROACTIVE

Notify colleagues if committed due dates are at risk.



## TRACK

Have details of projects with next steps and actions.





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# COLLABORATION

We define Collaboration as: gracefully  
**working together** with a **willingness to listen**  
and **implement other's ideas** - towards the  
goal of improving.

# COLLABORATION



## SET AN EXAMPLE

Seamlessly work with others to create feelings of connectedness, openness, trust, and respect



## ONE TEAM, ONE GOAL

Consistently think “who can I support”, “how can I help”, and “what can I create” to streamline processes and communication across the organization



## LOOK FOR IT

Recognize collaboration in the moment and call it out. Promote the compassion and positive ways colleagues are partnering and getting things done