

HOW VALUES CAN DRIVE PROFITS

Learn About ALTA's Our Values
Initiative and Improve Company
Performance and Alignment



American Land
Title Association

Protect your property rights

Today's Speakers

Steven G. Day | Fidelity National Title Group

Cynthia Blair | Blair Cato Pickren Casterline LLC

Robert Grubb | Alliant National Title Insurance Co.

Eric Schneider | Lakeside Title Company



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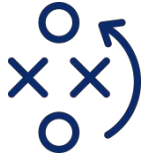
A blurred background image showing a group of people in a meeting or office setting. The focus is on the text overlaid on the image.

IT'S WHO WE ARE

AND

WHO WE ASPIRE TO BE

Why We Did This



Play offense rather
than defense



Empower
members with
tools



Help our
industry fortify
our brand

The Goal



Memorable



Universal



Enduring



Truthful

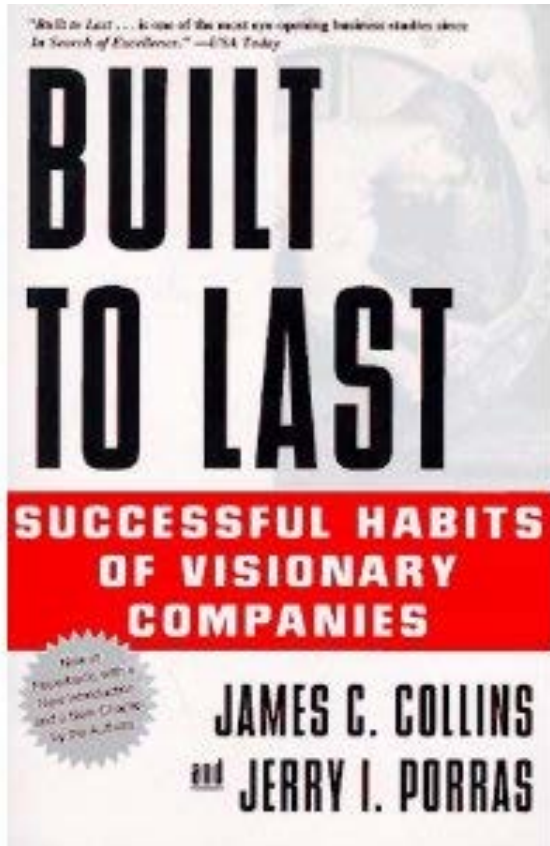


Aspirational



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Core values are "the essential and enduring tenets of an organization - the very small set of guiding principles that have a profound impact on how everyone in the organization thinks and acts."

Jim Collins & Jerry I. Porras from *Built to Last* (1994)



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Why Focus on Culture

Trusted leadership

Hands-on management

Meaningful work

Risk and governance

Mission and purpose

Clear goals

Courage



Recognition

Innovation

Culture:

The way things work around here

Inclusion

Engagement:

The way people feel about the way things work around here

Compensation

Reward systems

The work environment

Development and career

A five-point increase

in employee engagement is linked to a **three-point increase** in revenue growth in the subsequent year.

High engagement

companies have **twice the annual net profit** of those with the lowest engagement.

40% less employee turnover

in companies with high levels of engagement than those with low levels.



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Poll Question

- Has Your Company Developed Core Values?
 - Yes
 - No

Name That Company



1. **Deliver WOW through service**
2. Embrace and drive change
3. Create fun and a little weirdness
4. Be adventurous, creative, and open-minded
5. Pursue growth and learning
6. Build open and honest relationships with communication
7. Build a positive team and family spirit
8. Do more with less
9. Be passionate and determined
10. Be humble

WHO AM I?

1. Deliver WOW through service
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WHO AM I?



WHO AM I?

1. **Safety**
2. **Courtesy**
3. **The Show**
4. **Efficiency**

WHO AM I?



1. Safety
2. Courtesy
3. The Show
4. Efficiency

Our Values

**WE
LEAD**

**WE
DELIVER**

**WE
PROTECT**



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**WE
LEAD**

WE
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WE
PROTECT



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OUR VALUES



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*Y*OUR VALUES



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How to Develop Values

1. Determine Who Should Be Involved
2. Brainstorm What's Important to Your Team
3. Consolidate and Define
4. Frame Your Values According to Your Team's Culture
5. Evaluate our Values as a Whole

Values are the first step to stronger culture



Rule 1: Make Values and Culture a Priority



Rule 2: Talk about it...constantly



Rule 3: Train, evaluate, repeat



Rule 4: Build values into your hiring



“ It's not hard to make decisions
when you know what your
VALUES ARE.”

Roy Disney

(1893–1971)

Walt Disney's Elder Brother
and the Financier of his Efforts



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QUESTIONS

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THANK YOU

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