



East Coast School of Languages

Halifax, Nova Scotia, CANADA





Creating a Values-Based Approach to the Business of Language Learning

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What We Will Cover

- **Why we established core values**
- **How we decided on our values**
- **What our core values are**
- **How we communicate our values**
- **How we reinforce our values to our staff**
- **Benefits to our business**
- **Q & A /Discussion**



Why We Established Core Values

- **Growth**
- **Strategic Planning**

How We Decided On Our Core Values

- **Company analysis**
- **Research**
- **Individual and group exercises**
- **Semantics**



Our Core Values

Achievement

Support

Passion

Integrity

Respect

Empowerment



How We Communicate Our Core Values

- **Internal communication plan**
- **Marketing**
- **Workshop**
- **Student recognition**



How We Reinforce Our Core Values To Staff

- **Hiring**
- **Orientation and onboarding**
- **Performance management**
- **Staff recognition**





Benefits to our Business

- **Decision making**
- **New opportunities**
- **Communication**
- **Identity**



Putting a Values Plan in Place

- Why are you doing it?
- Who will be involved?
- How will you decide the values?
- How will you roll out the values?
- How will you make sure they are not a list of words on a wall?
- How will you hire and retain using the values?
- How will you reward based on values?

A handy resource: *The Advantage* by Patrick Lencioni

Q & A and Discussion

- **Questions?**



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Thank you!

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