



WELCOME

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Activation

STRATEGY

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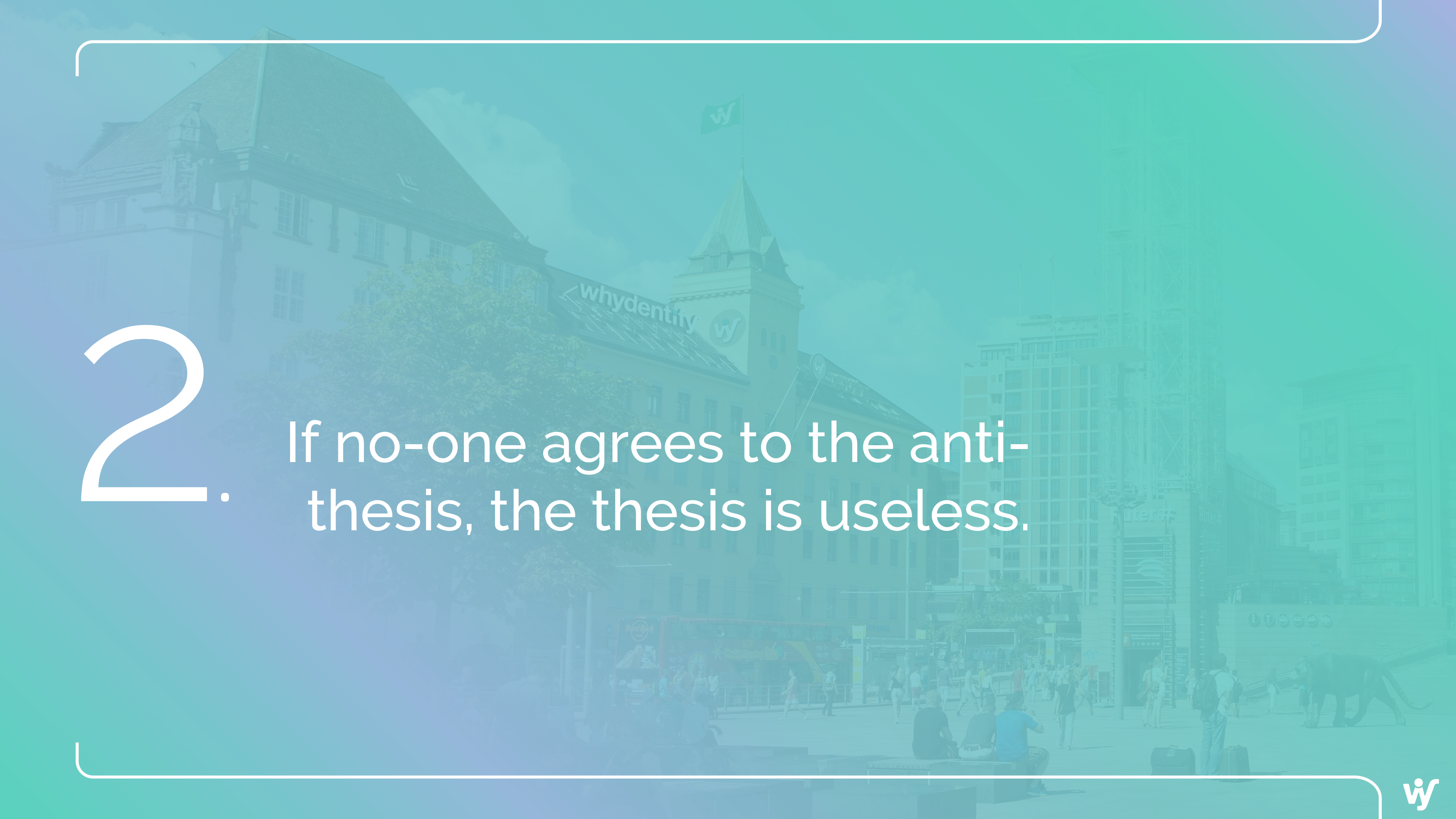
5 reasons why values lack value



1.

If you have more than 3, you
have none.

-O.C. Apeland



2.

If no-one agrees to the anti-thesis, the thesis is useless.

2.

Trustworthy.
Honest.
Responsible.

If you have to tell your employees to be honest and responsible - who on earth are you hiring?!?!?

Nope, your values are most probably generic personality traits shared by just about everyone!

3. Our values are an integral part of our very unique culture.
- Everyone in HR

3.

Raise your hand if you're:

Responsible.

Honest.

Caring.

4.

Implementing values isn't
about communication.

4.

The link between attitude and behavior is contrary to what most people believe.



5 Few companies are willing to
risk anything for their values.

5.

Trust

The CEO lies on his resume - with no consequence.

Courage

Supports Pride in Norway, but not in Poland.

Responsible

Sexual harassment prevails, culprits are promoted.

1. If you have too many values, it's difficult for candidates to understand what you stand for. If you can't remember them, neither will candidates.
2. If you have to tell your employees to act in the most obvious way, candidates could question who on earth you hire...
3. If your culture is built on generic values, candidates might seek other, more interesting employers.
4. If your values aren't implemented well enough, they are hard to spot for candidates.
5. If you're not willing to risk anything for your values, candidates won't be impressed.

DISAGREE?