# Culture Launch Video

## A. Short Video

Estimated 5 min in length

Note: Background music playing throughout; same music across all sections

| Section | Visual | Audio |
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| Disclaimer | Black background/ white font<br><br>Display statement:<br>*This video is intended for internal audiences only.* | None |
| Opening | Color Logo<br>[Dynamic formation] | Background music |
| Block One | What is Culture? | |
| Section | Visual | Audio |
| Introduction | What is culture?<br><br>Display quote #1<br>*Customers will never love a company until employees love it first - Simon Sinek, Author*<br><br>[Zoom quote in] | Music playing in background |
| | Begin with text<br>*What is culture?*<br><br>[Zoom text in, followed by b-roll of employees] | Voice Over: **Erin**<br><br>*What is culture? Culture is the shared values, beliefs, attitudes, norms, and behaviors demonstrated by individuals within an organization.*<br><br>*It is formed by the collective behavior of all who are part of a company. It is not defined, owned, or controlled by one person or group.* |

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| | | *Culture is impacted and affected by what people actually do, how they act, and the behaviors they demonstrate as they navigate their day to day.*<br><br>Music muted in background |
| | CEO - Video<br><br>Display Name, Title, Business | Video of CEO responding to question:<br><br>*What is culture? Why is it important to an organization?*<br><br>**CEO Video #1 - Starting @ .08**<br><br>Music muted in background |
| | President - Video<br><br>Display Name, Title, Business | Video of response to:<br><br>*How do you define culture?*<br><br>**President Video (whole)**<br><br>Music muted in background |
| | CLO - Video<br><br>Display Name, Title, Business | Video responding to question:<br><br>*How important is having a well-defined culture to the company?*<br><br>**CLO Video (whole)**<br><br>Music muted in background |
| Block Two | Our Values & Operating Principles | |
| Section | Visual | Audio |
| | [Align each visual to paragragh(s)]<br><br>Visual: Culture Framework<br>1. Stated Values<br>2. Defined Operating Principles | Voice Over: **Erin**<br><br>*At our company, our culture is defined and reinforced through a set of stated values and operating principles, which together support our* |

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| | 3. Our Value Proposition<br><br>Visual: Our Values (reveal as spoken)<br><br>Visual: Operating Principles (reveal as spoken) | *mission.*<br><br>*Our values collectively answer the question of how things get done around here.*<br><br>*Our operating principles help define how we treat each other while we work.*<br><br>Music muted in background |
| | Exec - Video<br><br>Display Name, Title, Business | Video responding to the question:<br><br>*Why are values important to an organization?*<br><br>**Exec Video - .00 to .10**<br><br>Music muted in background |
| | COO - Video<br><br>Display Name, Title, Business | Video responding to the question:<br><br>*How do you demonstrate these values in your role as a leader at our company?*<br><br>**COO video (whole)**<br><br>Music muted in background |
| Block Three | The WIIFM | |
| Section | Visual | Audio |
| | B-roll of employees | Voice Over: **Erin**<br><br>*We believe the culture of a company is the sum of the behaviors of all team members.*<br><br>*Our values and operating principles are key to define and guide those behaviors that enable our organization to provide an environment where our team members are* |

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| | | *able to grow their careers, contribute their talents, and flourish as employees here.*<br><br>Music muted in background |
| | CFO - Video<br><br>Display Name, Title, Business | Video responding to question:<br><br>*How do values and operating principles benefit the company?*<br><br>**CFO Video - .14 to .40**<br><br>Music muted in background |
| | Exec - Video<br><br>Display Name, Title, Business | Video responding to question:<br><br>*How do values and operating principles benefit our employees?*<br><br>**Exec Video (whole)**<br><br>Music muted in background |
| | President - Video<br><br>Display Name, Title, Business | Video responding to:<br><br>*Why is culture important to an organization?*<br><br>**President Video (whole)**<br><br>Music muted in background |
| | B-roll of employees<br><br>Visual: Our values<br><br>Visual: Our operating principles<br><br>Visual: Company slogan | Voice Over: **Erin**<br><br>*To have a great culture, it is important for each of us to emulate our values and operating principles as we engage with each other and demonstrate each of our operating principles in how we work together.*<br><br>*As it is together, we succeed as individuals, as a company, and as a team.* |

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| | | Music muted in background |
| Closing | Color Logo<br>[Dynamic formation] | Background music increases with close |