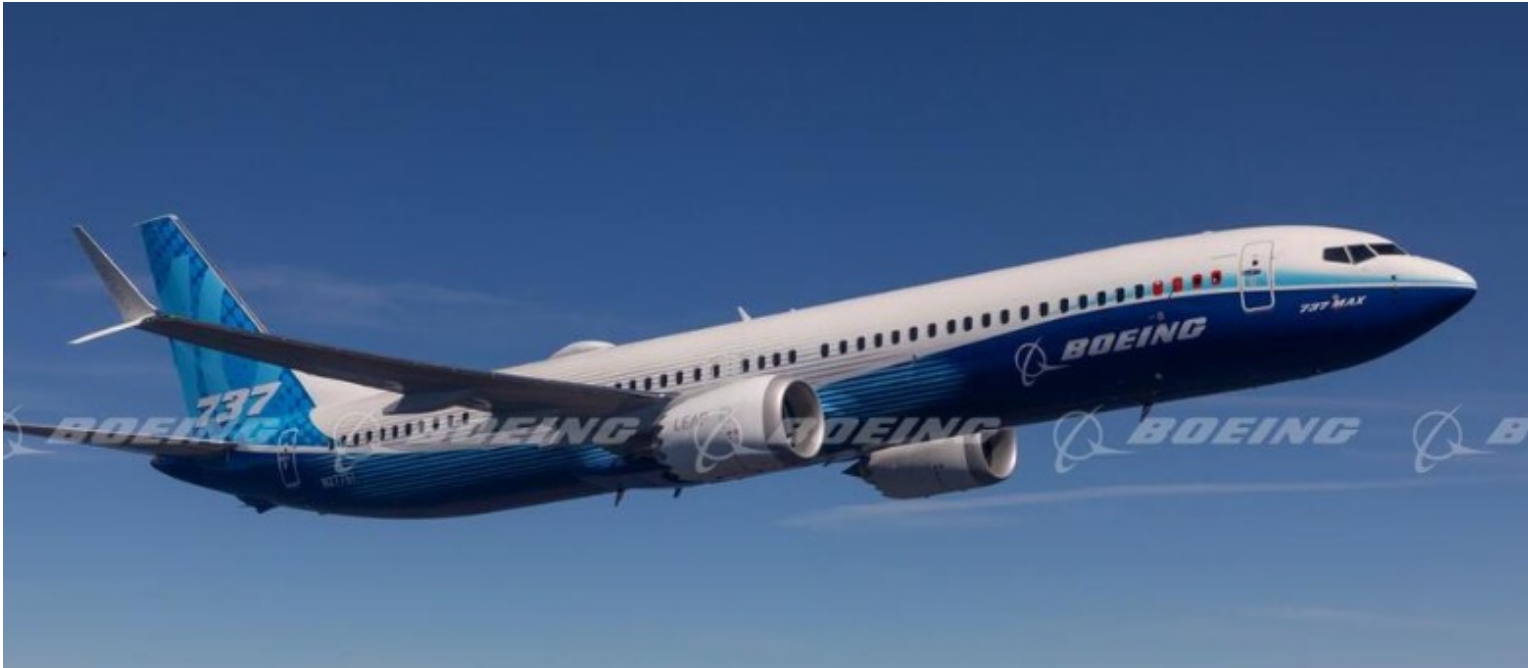


Cate Hollowitsch



NEMOA
April 18, 2024

Cultivating Alignment:
Bridging Brand Values and Corporate Culture





Q Search

[Commercial](#) [Defense](#) [Space](#) [Services](#) [Safety](#) [Innovation](#) [Global](#) [Sustainability](#) [Careers](#) [Our Company](#)

Our Values

At Boeing, we are honored to serve all the people who rely on our products and services every day. That's why we hold ourselves to the highest standards in our work, how we do it and how we treat one another.

Across our global enterprise, Boeing employees are united by a shared commitment to our values, which serve as the guiding principles for all we do. As we innovate and operate to make the world better, each one of us takes personal accountability for living these values and leading the way forward for our teams, our customers, our stakeholders, and the communities in which we live and work.

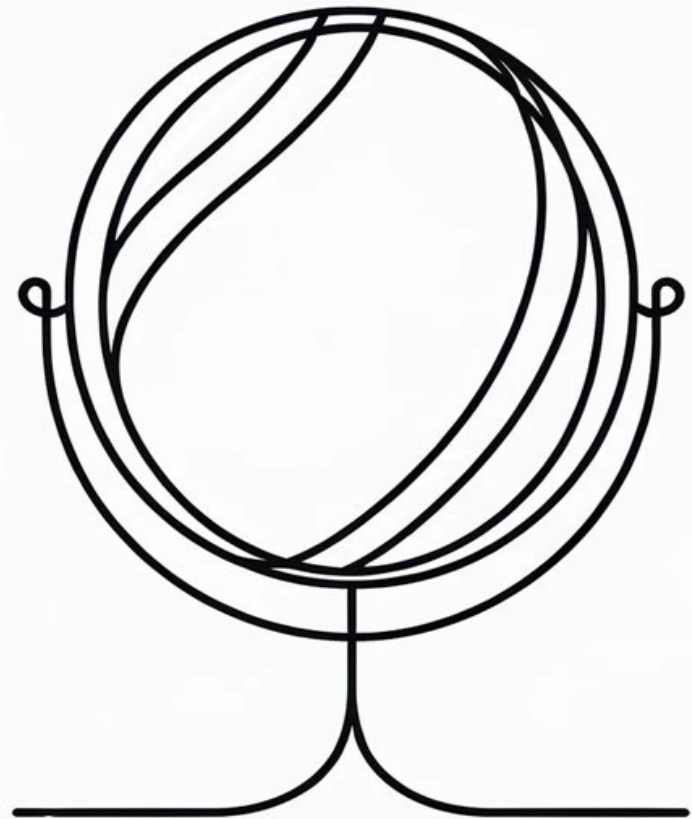
Lead on safety, quality, integrity and sustainability

In everything we do and in all aspects of our business, we will make safety our top priority, strive for first-time quality, hold ourselves to the highest ethical standards, and continue to support a sustainable future.

Values

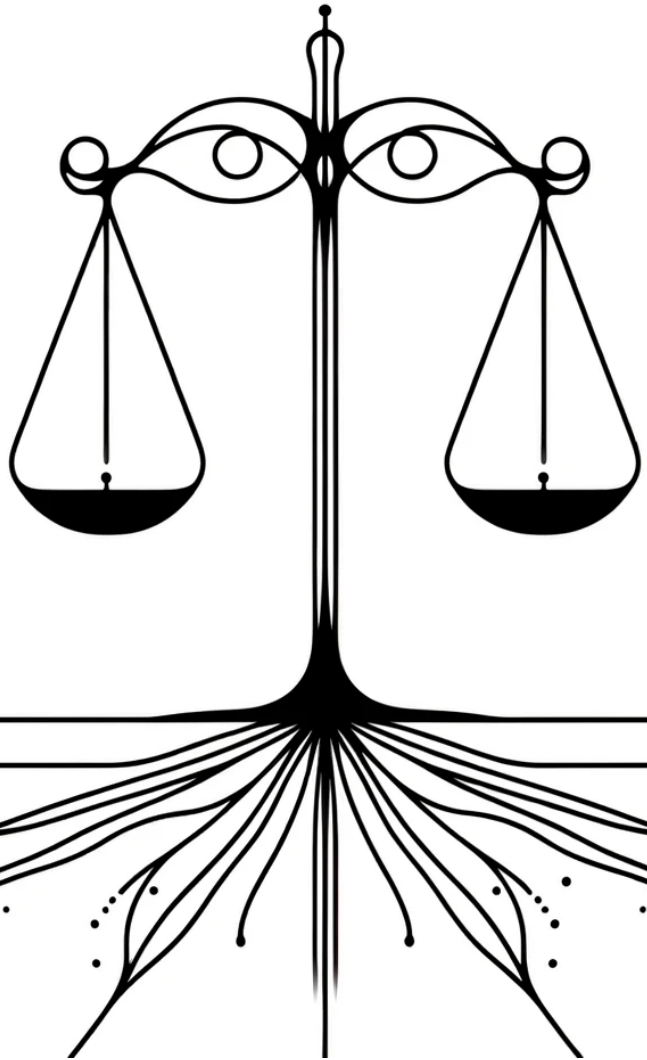
Brand

Brand
reflects
Values





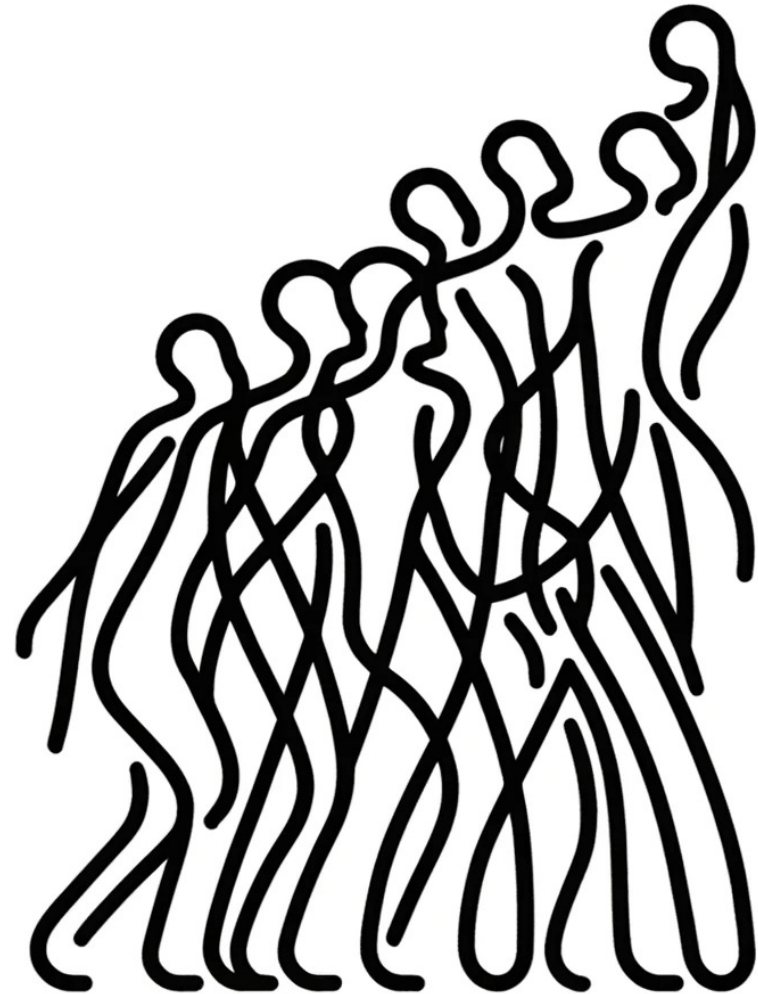
Public
Commitment



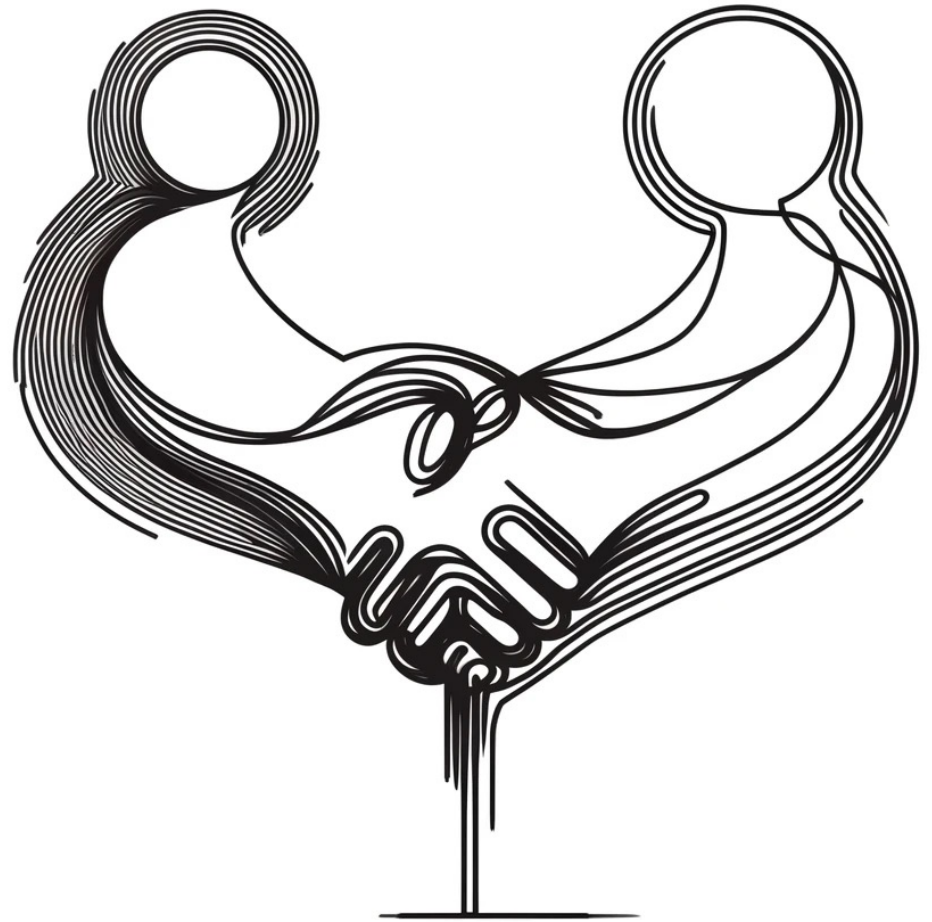
Guiding
Principles

*How does this drive our
corporate culture?*

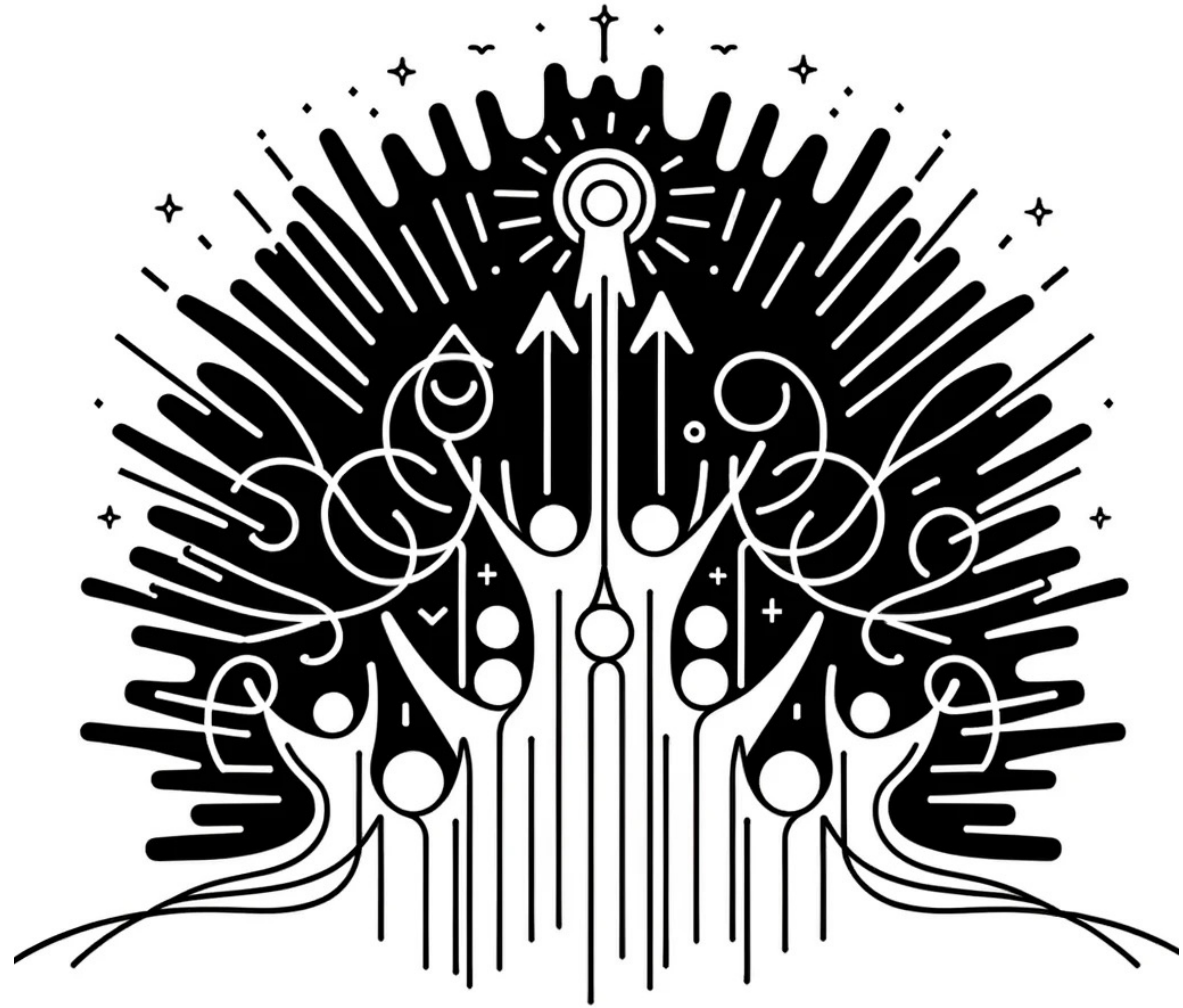
Behavior
Norms



Conflict
Resolution



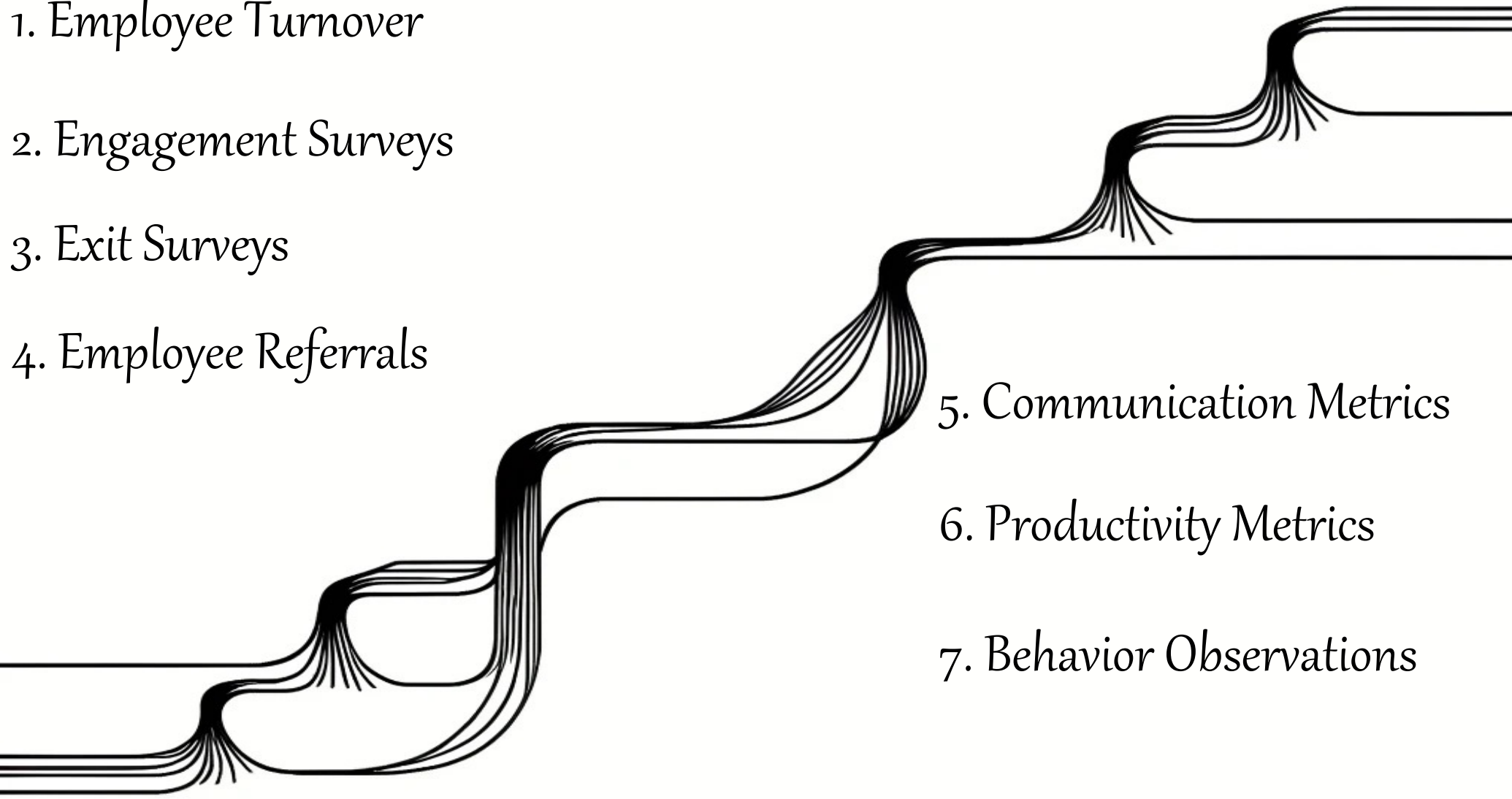
Employee
Engagement



How do I assess
alignment
to company values?

1. Employee Turnover
2. Engagement Surveys
3. Exit Surveys
4. Employee Referrals

5. Communication Metrics
6. Productivity Metrics
7. Behavior Observations



*What is the solution
if my culture is broken?*

Strategic Clarity
Communicate it frequently



1. Market Approach

2. Customers

3. Risk Tolerance

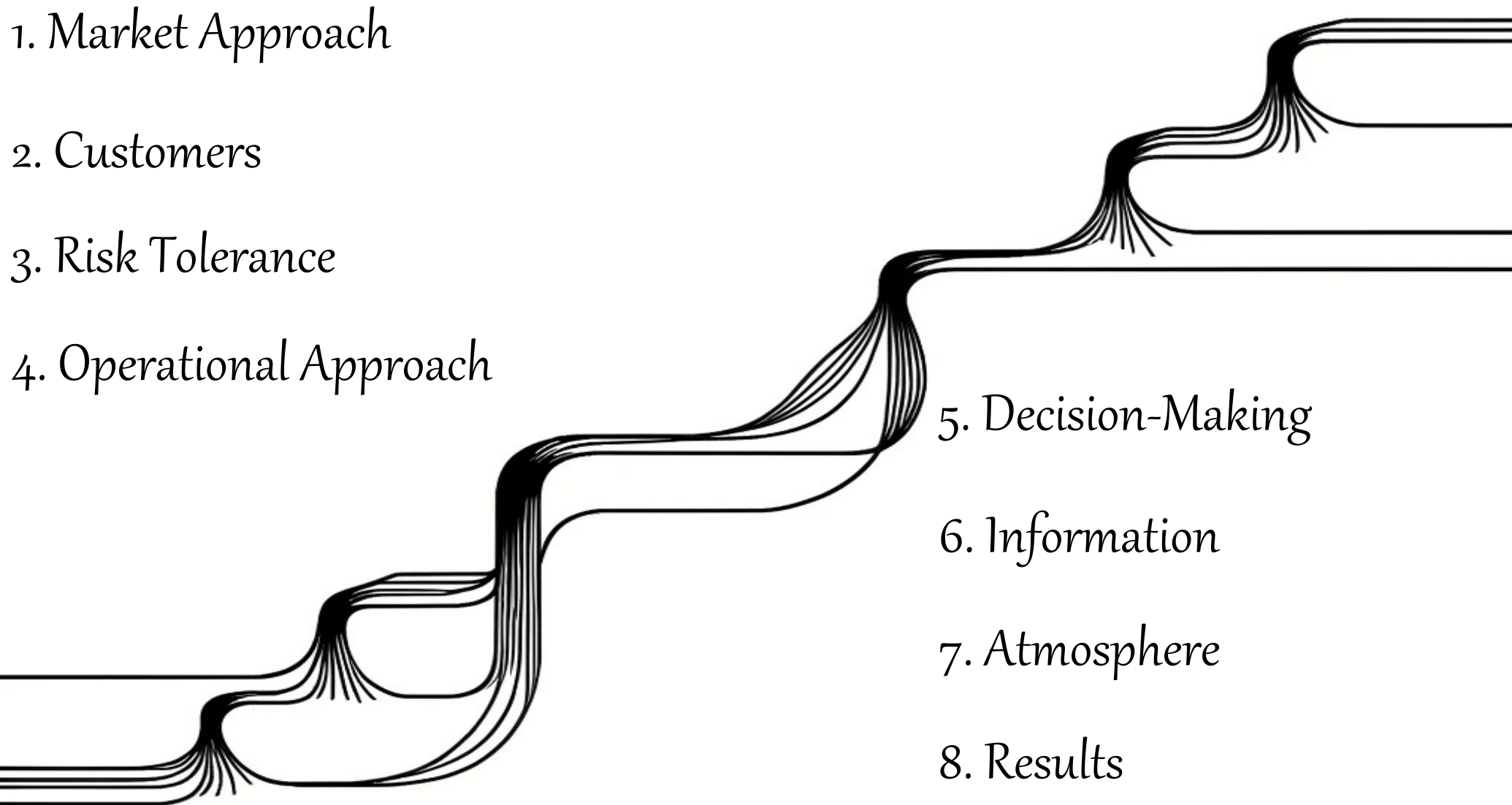
4. Operational Approach

5. Decision-Making

6. Information

7. Atmosphere

8. Results





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