## **New Values Rollout**

As part of 125<sup>th</sup> celebrations, Gillette Children's refreshed our brand, including new mission, vision and values.

The marketing and communications team led a rollout plan that included numerous initiatives ranging from apparel to visuals.

A toolkit for departments included fun recognition items as well as a traveling unicorn stuffed animal that is shared between team members for demonstrating the values.





# The story of updating our values.



Our values are vitally important in guiding our work at every level, from daily decision making to large strategic projects.

- In concert with our 2022 brand refresh, the process engaged stakeholders from across Gillette—including our Diversity, Equity and Inclusion Council—to ensure that the values resonate and hold meaning for all who carry out our mission.
- By updating our values, we can better support our bold vision of a world in which every child is able to create their own story.



We partner with patients, families, and colleagues in small and large ways to realize their dreams as they each create their own story.

- I work to improve others' experience by asking questions to understand what others need.
- I support collaboration among colleagues and external partners.
- I influence situations by showing up with enthusiasm and optimism.
- I help others take a stand, especially when it's something they believe in.



More becomes possible when we understand the whole story that shapes perception, behavior, and bias. We affirm that inclusivity grows our empathy, diversity fuels our creativity, and equity unites us.

- I pay attention to future needs and provide ideas by listening to feedback from colleagues, patients, and their families.
- I consider a broad range of issues and stakeholders when deciding what to do.
- I understand that there is a bigger picture beyond my day-to-day tasks and routines.
- I model openness by seeking to learn from others and encourage others to do the same.



Our patients don't give up and neither do we. We continuously innovate and improve. We're committed to creating a global community of care, equity and opportunity.

- I work to create alliances and partnerships to advance Gillette's mission and vision.
- . I seek out new ways to look at things.
- I explore alternatives to overcome obstacles.
- I help others see what's possible.



In every encounter we begin with compassion, generosity and an open heart and mind.

- I actively model and encourage cooperation within my own team and across Gillette to demonstrate that we are all in this together.
- I strive to work effectively with others by appreciating their perspective, background, style, etc.
- . I work to make others feel valued.
- I am trusted by others because I represent and protect their interests.

# **Recognition Toolkit**





A toolbox with cards, post-its, and our mascot (Jessie the unicorn) were developed as part of recognition for exhibiting values.

## **Leader Guides**

After launch, each month from Sept-Dec 2022, a video and discussion guide was released for leaders to encourage discussions with their teams.





### **OUR CULTURE**

Our patients don't give up and neither do we We continuously innovate and improve We're committed to creating a global equity, and

BUILD A BETTER WORLD

Behaviors I work to create alliances and partnerships to advance Gillette's

to look at things.

I explore alternatives to overcome obstacles.

what's possible

### **Build a Better World**

Improving the quality of life of our patients is a core part of Gillette Children's history and our future. We want our patients, and their stories, to change the world and make it a better place. They don't give up and neither do we. We should continue finding new ways to help them create their own story.

Innovations developed and implemented by our organization have drastically improved the lives of thousands of children. We continue to foster that environment through our research, improving our access to care, and by continually learning and growing as a team. Together we will help Build a Better World.

Pre-Work - Manager/Supervisor Tasks

1. Watch the below video: Gillette Children's - Build a Better World - (Length - 2:18)

2. While watching the video, reflect on the following:

- . Build a Better World: How do you foster an environment where your team is allowed to explore alternatives and bring forward
- Build a Better World: When working with your team, how do you ensure that everyone has the opportunity to voice their opinions and share their ideas?

NOTE: These self-reflection questions are for you to analyze the current situation of your team.

3. Schedule 15 minutes in a future team meeting to discuss Build a Better World.

You will need:

- This document A location that allows for group discussion
- · A location where you can play and hear the videos

**During Team Meeting** Set aside 15 minutes to discuss Build a Better World.

1. As a team, watch Gillette Children's - Build a Better World

video (Length - 2:18)

## During the Build a Better World Video

- Review the Definition of Build a Better World:
   Our patients don't give up and neither do we. We continuous innovate and improve. We're committed to creating a global community of care, equity, and opportunity,
   Ask what does "innovate" mean to you?

  - Ask: Why is it important to create a global community of care, equity, and opportunity?

- 3. Review the Behaviors of Build a Better World:

   I work to create alliances and partnerships to advance Gillette's mission and vision.

   Ask-Why is it important to recognize that we are all in this together to advance our mission?

  from telling people what to do?

   I see do ut new ways to look at things.

   Ask-How can you develop this skill?

   I suplove attendates to important to always consider alternatives.

   Ask-Why is it important to always consider alternatives. I belo others see what's possible.
- others see what's possible.

  Ask: How does/can our team foster an environment where people can share their knowledge?

- After watching the video ask the following questions:
   Ask: How are we uniquely qualified as an organizat take care of children with Cerbaral Palsy?
   Ask: How does the creation of the Cerebral Palsy institute show our commitment to advancing care!

After Team Meeting – Post Work
Have team members commit review the <u>Gillette Children's I 125 Years</u>
of <u>Advocacy Innovation and Expert are I Extended Version</u> (6:51) video
and visit our <u>Research Department</u> page to learn about some of the

### At a future team meeting set aside some time to discuss the

- Ask: How has innovation shaped Gillette Children's as an
- organization to what we are today?

  Ask: How do innovations at Gillette Children's make the

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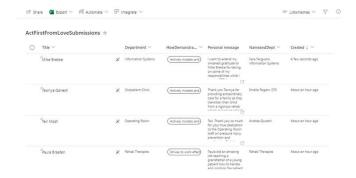
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# **Banners and Recognition**



### Act First From Love Recognition

Nominate colleagues for Act First From Love Recognition







# T-shirt Campaign



T-shirts were created and staff purchased in a "pop-up" shop.