

## 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.

# Our Four Values



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.

# Our Four Values



**EMBRACE THE  
BIGGER PICTURE**

**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 Four Values



**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.

# Our Four Values



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.



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**Behaviors**  
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.

## OUR CULTURE

### 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.

#### 1 Pre-Work – Manager/Supervisor Tasks

1. Watch the below video:
    - o [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 suggestions?
    - 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

#### 2 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

*(Pause the video when questions appear)*

2. Review the Definition of Build a Better World:
  - 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.
    - o Ask: What does "innovate" mean to you?
    - o 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.
    - o Ask: Why is it important to recognize that we are all in this together to advance our mission?
    - o Ask: How does building alliances and partnerships differ from telling people what to do?
  - I seek out new ways to look at things.
    - o Ask: How can you develop this skill?
  - I explore alternatives to overcome obstacles.
    - o Ask: Why is it important to always consider alternatives and to try and understand opposing viewpoints?
  - I help others see what's possible.
    - o Ask: How does/can our team foster an environment where people can share their knowledge?
4. Watch the following video as a team:
  - o [Cerebral Palsy Institute at Gillette Children's](#) – (2:46)
5. After watching the video ask the following questions:
  - o Ask: How are we uniquely qualified as an organization to take care of children with Cerebral Palsy?
  - o Ask: How does the creation of the Cerebral Palsy Institute show our commitment to advancing care?

- 3 After Team Meeting – Post Work
- Have team members commit review the [Gillette Children's 125 Years of Advocacy, Innovation and Expertise | Extended Version](#) (6:51) video and visit our [Research, Data & Insight](#) page to learn about some of the studies currently happening.

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

- o Ask: How has innovation shaped Gillette Children's as an organization to what we are today?
- o Ask: How do innovations at Gillette Children's make the world better?



# Banners and Recognition



## Act First From Love Recognition

Nominate colleagues for [Act First From Love Recognition](#).

Share Export Automate Integrate List/Names

### ActFirstFromLoveSubmissions

Title	Department	HowDemonstra...	Personal message	NameandDept	Created
Mike Brekke	Information Systems	Actively models and	I want to extend my sincerest gratitude to Mike Brekke for taking on some of my responsibilities while...	Sara Ferguson, Information Systems	A few seconds ago
Tawny Ganeesh	Outpatient Clinic	Actively models and	Thank you Tawny for providing extraordinary care for a family as they transition their child from a hospital rehab...	Emilia Rogers, CFS	About an hour ago
Teri Most	Operating Room	Actively models and	Teri Thank you so much for your true dedication to the Operating Room staff on pressure injury prevention and...	Andrea Quaresi	About an hour ago
Paula Bratton	Rehab Therapies	Drives to work effort	Paula did an amazing job teaching a grandchild of a young patient how to handle and receive the summer...	Rehab Therapies	About an hour ago

Welcome to the new

## gillette VALUES

Thank you for embodying the values that make Gillette Children's such a sweet place to work!

BE A DREAM ACCOMPLICE

BUILD A BETTER WORLD

EMBRACE THE BIGGER PICTURE

ACT FIRST FROM LOVE

Help yourself to a Dilly Bar and learn more about our new values! [gillettechildrens.org/brand](http://gillettechildrens.org/brand)

Values T-Shirt Pop-Up  
For a limited time, Values shirts will be available for \$10!

**gillette** CHILDREN'S



# T-shirt Campaign



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