



I WOULD FIND ANY PERSON
FOUND ANY CAN FIND
INSTITUTION INSTRUCTION
WHERE ANY STUDY

Cornell University Core Values
AY 19

Core Values

A foundation of conduct:

- Consistent and constant through change
- Not the work we do or the strategies we employ

The values that underlie:

- How we work and interact with each other
- Strategies to fill our mission
- How we go about our work
- Practices we use every day

Core Values

- Govern personal relationships
- Guide business processes
- Clarify who we are
- Articulate what we stand for
- Explain why we do what we do
- Guide us how to teach
- Inform us how to reward
- Guide us in making decisions
- Underpin the whole organization
- Require no external justification

Core Values Are Not:

- Operating practices
- Business strategies
- Cultural norms
- Competencies
- Changing in response to circumstances
- For individuals only

University of Texas at Austin

- **Learning:**
A caring community, all of us students, helping one another grow
- **Discovery:**
Expanding knowledge and human understanding
- **Freedom:**
To seek the truth and express it
- **Leadership:**
The will to excel with integrity and the spirit that nothing is impossible
- **Individual Opportunity:**
Many options, diverse people and ideas, one university
- **Responsibility:**
To serve as a catalyst for positive change in Texas and beyond

Harvard University

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in all dealings
- Conscientious pursuit of excellence in one's work
- Accountability for actions and conduct in the workplace

Southwest Airlines

- **Warrior Spirit**
 - ✓ Strive to be the best
 - ✓ Display a sense of urgency
 - ✓ Never give up
- **Servant's Heart**
 - ✓ Follow The Golden Rule
 - ✓ Treat others with respect
 - ✓ Embrace our Southwest Family
- **Fun-LUVing Attitude**
 - ✓ Be a passionate Team Player
 - ✓ Don't take yourself too seriously
 - ✓ Celebrate successes
- **Work Safely**
 - ✓ Follow standard operating procedures
 - ✓ Identify and report hazards
 - ✓ Respect and comply with regulations
- **Wow Our Customers**
 - ✓ Deliver world-class Hospitality
 - ✓ Create memorable connections
 - ✓ Be famous for friendly service
- **Keep Costs Low**
 - ✓ Show up and work hard
 - ✓ Protect our Profit Sharing
 - ✓ Find a better way

Next Steps

- Discussion with all assemblies and other staff, faculty, and student groups
- Create draft
- Draft on website for campus community comment
- Hold additional listening sessions
- Refine and finalize
- Target completion: May 2019



Thank You