

20 tenets of culture

A BetterCulture Product

WELCOME TO THE 20 TENETS PROGRAM (PREVIEW [INTRODUCTION VIDEO](#))



Tenet 1: Coachable

Accept, appreciate, and even seek feedback.

- Preview [Assessment Video](#)
- Preview [Coaching Video](#)



Tenet 2: Helpful

Offer assistance eagerly and proactively.



Tenet 3: Assume Positive Intent

Grant colleagues the benefit of the doubt.



Tenet 4: Friendly Friction

Welcome intellectual conflict without making it personal.

- Preview [Assessment Video](#)
- Preview [Coaching Video](#)



Tenet 5: Welcoming

Take steps to ensure others feel included.



Tenet 6: Upbeat

Be positive, energetic, and hopeful.



Tenet 7: Forgiving

Choose to forgive missteps and relinquish grudges.



Tenet 8: Saying Thanks

Express frequent and meaningful appreciation to coworkers.



Tenet 9: Brag-'em-up!

Publicly praise and celebrate deserving coworkers.



Tenet 10: Gather & Sow

Pass along every compliment you hear.



Tenet 11: No Gossip

Discourage discussion of interpersonal drama.



Tenet 12: Kind

Be thoughtful and compassionate to coworkers.



Tenet 13: Restraint

Avoid topics likely to inflame personal conflict.



Tenet 14: All Aboard

Support team and company decisions once made.

- Preview [Assessment Video](#)
- Preview [Coaching Video](#)



Tenet 15: Friends

Create meaningful personal relationships with coworkers.



Tenet 16: Own It & Fix It

Acknowledge mistakes and repair any damage.



Tenet 17: Standing Up

Support managers who are protecting the team and culture.



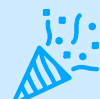
Tenet 18: Tolerance

Accept or embrace diverse views and values.



Tenet 19: Unspeakables

Have the courage to start challenging conversations.



Tenet 20: Laughing Matter

Spread joy and have fun.