

Innovate With Purpose.

August 2025



Plan. Implement. Excel.

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Let's Be Honest:

Are your company values and AI aligned?

- AI model conforms to values
 - What or whose values should be prioritized
- Chatbots can give false information
 - Whose interests is the chatbot putting first

Company Culture

Company core values are the fundamental beliefs and guiding principles that define a company's culture and behavior.

Culture is the personality of the organization.

- How people interact
- Communicate
- Work together



Core Values

- Not a checklist but the heartbeat of the organization.
- Core values can be the compass to keep your team aligned with your mission.
- Distinguish a company's identity
- Influence behavior



AI Can't Replace People



Critical thinking
Emotional Intelligence



Creativity and
Innovation
Continuous
Improvement



Teamwork and Culture
Communication and
Context

Leading with the Heart

- To build a really engaged workforce, values must be sensed, reinforced, and rewarded on a daily basis.
- Means aligning leadership actions with core values, fostering a positive and support work environment
- Creating a system that reinforces values



Manufacturing Is Still About People

- AI must be grounded in a human-first strategy
- AI cannot replicate or replace human creativity and emotional intelligence.
- Company culture is actively maintained through feedback loops, transparency, and diversity initiatives.
- People emphasize on trust, customer success, innovation, and equality.
- Lead to higher levels of employee commitment, performance, and teamwork.
- Lead to higher customer satisfaction.

Key Statistics on Core Values and Culture



4x Growth Revenue

Compared to companies with weak cultures



17% Better Performance

With shared purpose and value



77% of Employees that understand their company values

Plan to stay for at least one year



10x more likely

Toxic culture drives turnover



1 in 150

Employees

Are fully engaged if organization lacks clear values

47% of

organizations

With successful cultures reported significant revenue increases

Thank You!

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Resources:

<https://www.weforum.org/stories/2024/10/ai-value-alignment-how-we-can-align-artificial-intelligence-with-human-values/>

<https://cerkl.com/blog/ai-in-company-culture/>

<https://lesley.edu/article/the-power-of-company-core-values>

<https://www.weforum.org/stories/2024/06/human-touch-harness-ai-tools-communications/>



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