

THE VALVE FRAMEWORK

5 Pillars of Award-Winning Workplace Culture

Companies with strong cultures see 516% greater revenue growth, 21% higher profitability, and half the turnover of their peers. Here's how to build one.

V VISION

CRAFTING PURPOSE → PAINTING THE TARGET

Define a compelling mission that inspires daily work. **77% of job seekers consider culture before applying**—purpose attracts talent and reduces turnover.

A ALIGNMENT

COMMUNICATING & CONNECTING → KEEP THE PULSE

Ensure everyone understands and lives the mission. Engaged teams deliver **20% higher sales and 21% higher profitability**. Break down silos.

L LEADERSHIP

COACHING & TALENT → EMPOWERMENT AND GROWTH

Leaders set the cultural tone. Develop coaching mindsets that empower people to own and grow. Right people in right seats = exponential impact.

V VALUES

DEFINING BEHAVIOR → THE RULES OF THE GAME

Create operational values that guide real decisions. Not "Innovation"—but "We ship fast and iterate. Done beats perfect." **High-trust cultures have 50% less turnover.**

E ENGAGE

MAKING CULTURE STICK → SUSTAINABILITY & SCALABILITY

Institutionalize mission and values throughout operations and rituals. Make culture self-sustaining so new hires learn it from the team.

When all 5 pillars are in place, you get:

✓ **20–50% Less Turnover**

Award winning culture attracts and retains top talent

✓ **15–25% Productivity Gains**

Aligned teams move faster and execute better

✓ **Faster Decision Making**

Clear values enable autonomous choices

Ready to transform your culture?

elevatescoaching.com/audit

Bradley Collins

Founder, Elevates Coaching
bradley@elevatescoaching.com