



Vision, Mission, and Core Values

Presented by Katie Quinn and Katie Wilson
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Why should we have core values?

- Helps the City recruit more effectively
- Retains and Recognizes our employees
- Allows us to become more values-based and less rules-based culture
- Allow us to further streamline our policies and procedures
- Influence Employee Behavior
- Shape Organizational Culture



Vision

Sedro-Woolley is a friendly City that is characterized by City Government and Citizens working together to achieve a prosperous, vibrant and safe Community.



Mission

To provide services and opportunities which create a Community where people choose to live, work and play.

Core Values

Service

Pursuing Excellence

Lead by Example

Integrity and Loyalty

Teamwork



The Numbers

The infographic features a central title 'The Numbers' at the top left. Five light green, rounded rectangular callouts are arranged around it, connected by a white, wavy line. Each callout contains a statistic related to company culture and employee engagement.

A CULTURE THAT ATTRACTS HIGH-CALIBER EMPLOYEES LEADS TO A **33%** REVENUE INCREASE

HAVING HIGHLY ENGAGED EMPLOYEES CAN LEAD TO A **202%** INCREASE IN PERFORMANCE

69% OF EMPLOYEES WOULD WORK HARDER IF THEY RECEIVED MORE RECOGNITION

COMPANY CULTURE IS AN IMPORTANT FACTOR FOR **46%** OF JOB SEEKERS

EMPLOYEES ARE **26%** MORE LIKELY TO LEAVE THEIR JOBS IF THEY FEEL THERE IS A LACK OF RESPECT BETWEEN COLLEAGUES

SPLIT – with the purpose of coming together

SERVICE

- Willingness to help
- Take care of your team
- Completing the objective/task
- Strive for satisfaction

SPLIT – with the purpose of coming together

PURSuing EXCELLENCE

- Continuing to be a student of your craft
- Seek efficiency through self-initiated problem solving
- Participate in creating a sustainable and high achieving work environment
- Keep open lines of communication with everyone

SPLIT – with the purpose of coming together

LEAD BY EXAMPLE

- Actively demonstrate behavior you want to see in your team members
- Be the change you want to see in your organization
- Foster an environment that allows for errors and growth.

SPLIT – with the purpose of coming together

INTEGRITY AND LOYALTY

- Accountability to self and others
- Show pride in a job well done
- Owning your mistakes and learning from it

SPLIT – with the purpose of coming together

TEAMWORK

- Support growth and training to succeed at common goals
- Treat others with respect
- Lead from the front or the back regardless of titles or rank
- Invite an environment that supports a diversity of experiences and ideas
- Bring a positive and forgiving attitude to work for yourself and others



JOHN C. MAXWELL

“Your core values are the deeply held beliefs that authentically describe your soul.”

meet the core values development team



CHARLIE BUSH
City Administrator



LEO JACOBS
Public Works/Solid Waste
Supervisor



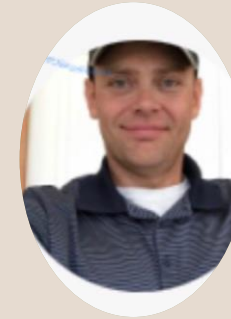
DIANE JONES
Finance
Utility Billing



KATIE QUINN
Planning and Building
Permitting Technician



KATIE WILSON
Police
Detective



NATHAN SALSEINA
Public Works/Operations
Supervisor



JENNIFER HAHN
Fire
Paramedic



WOODY TOVAR CANO
Information Technology



JULIE ROSARIO
Engineering/Pub Works
Assistant



LINDA STRUTHERS
Municipal Court
Court Clerk



CASEY SOUSA
Public Works/Wastewater



FRANK WAGNER
Fire
Chief



thank you

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