IP BEST PRACTICES

Values in Action Storytelling

A best practice shared by Michelle Tonnesen.

Generated on 22 November 2026

Values in Action Storytelling

Turns values into shared stories through a peer-driven recognition practice, reinforcing that how results are achieved matters as much as the results themselves.

Key steps

Employees are invited to submit short stories describing moments when a colleague demonstrated one or more of the company's cultural values — whether through everyday collaboration, courageous leadership, customer impact, or a defining moment during change.

Set the scene by communicating clearly the employee storytelling competition parameters and remind everyone of the values through established communication channels (e.g. email, intranet, newsletter).

Submissions are reviewed by a committee against clear value-based criteria. One story is selected per month, quarter or year and is shared and celebrated at an all-staff meeting or seasonal company event and amplified through email/newsletter. Both the nominee and the colleague who submitted the story are recognised as Cultural Ambassadors — or Cultural Change Agents during periods of transformation — and win a joint prize.

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