

K-MAIL

MARCH 2021 SEVEN K CO NEWSLETTER FROM MARV LOUCKS



core \ 'kôr \

: the portion of a foundry mold that shapes the interior of a hollow casting

: a basic, essential, or enduring part (as of an individual, a class, or an entity)

What are the core values that drive you and your company? Some should go without saying and be as natural as breathing. Values like fairness, integrity, and trustworthiness to name a few. And of the 5 or 10 or 20 core values that you ascribe to, how well is your team living them out? How is the culture?

Peter Drucker said, "Culture eats strategy for breakfast." He did not mean that strategy is not important. Far from it. Rather, Drucker meant your culture needs to be off-the-scale strong.

- How would you grade your company's culture?
- What, if anything, do you need to do differently?

Seven K Company stands ready to support you and encourage your team. To enhance what you are currently doing, and offer you new ideas. On the back side of this month's letter, you will find seven ideas to help you keep your team's core values in everyone's line of sight, heart and mind.

Please call, e-mail or text Seven K Company to request samples of any of these items. And if you e-mail or text us your top core value, we will engrave it on a free gift for you.

Helping you pursue excellence,



Don't forget to pick up a copy of my new book, *Live Your Life 3 Words at a Time*. Get one for yourself, for a friend, for your team and for the graduates on your list this spring.



SEVEN IDEAS

1



CHALLENGE
COINS

2

Lapel Pin

Alan Mulally, Former CEO of Ford, tells of a particular employee meeting during which one worker asked if he could get a Blue Oval lapel pin similar to the one Mulally was wearing. Mulally replied, "You should have one. In fact, you can have mine" and then he walked off the stage and pinned it on the man's shirt. Employees at that plant were still talking about it a year later.

- Consider giving attached to a card with a short message. Great for onboarding!

3

Drinkware —
Survival 101: Stay hydrated.



4

Around the desk —
coaster, paperweight, etc.



Great Buy
Minimum
Order: 1

5

Shirt — Wear It On Your Sleeve

6

Note Pads — Sticky Reminders.

7

Microfiber Cleaning Cloth —
Keep your Vision clear.