



Training & Development

Core Values Challenge Instructions

What: By the end of this session you will have identified the eight EF Core Values, come up with examples of what Core Values look like in practice, and discussed why we have them

How: Complete the Core Values Challenge Task Sheet with your team using the resources in this pack, your Welcome Pack and the Center in the time your trainer allocates

Why: The Core Values define EF global culture of which you are now a part of

You need:

- Core Values Challenge Task Sheet
- Pens
- 8 pictures and 8 name cards
- Article on *Bring In people who are better than you*
- Access to a computer with internet

Core Values Challenge Task Sheet

1. Match the pictures to the Core Values

Example:



Quality

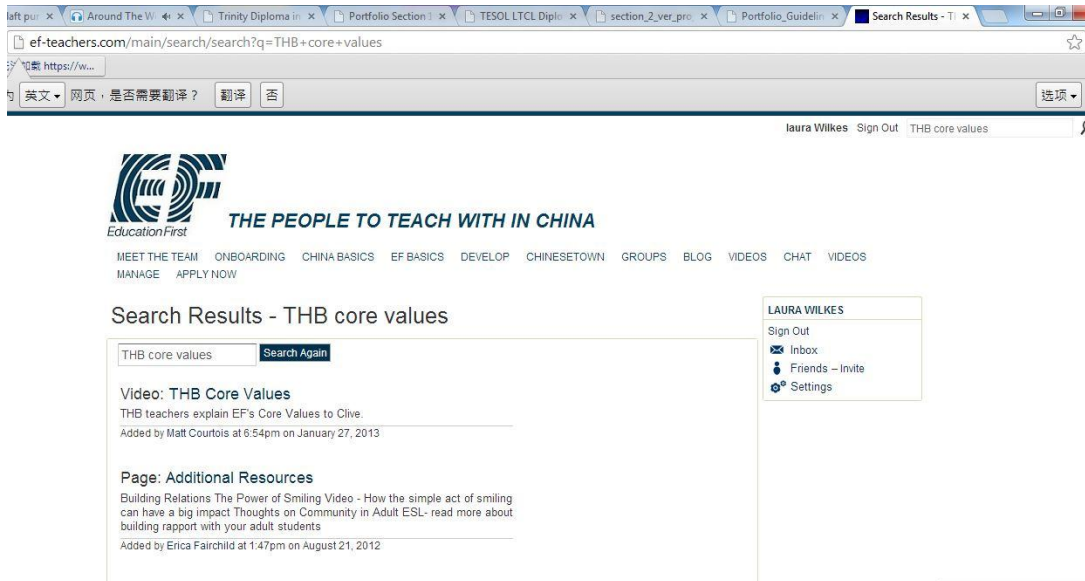
2. Check you have matched the pictures correctly by looking other teams' answers, asking a member of staff **or** by referring to **The Very Blue Book** in your Welcome Pack.
3. Discuss with your team and note down an examples action for each Core Value:

Core Value	Example of Core Value in Practice
Example: Cost-Consciousness	Laminating teaching materials and sharing them with your team so you can reuse them



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- Go to www.ef-teachers.com and type *THB Core Values* into the website's search bar. Watch [THB Core Values video](#) to check your examples of Core Values in practice from task 3.



- Read Philip Hult's article on [Bring in People Who Are Better Than You](#) and discuss the following question with your team:

Why do we have Core Values?

The New York Times

GLOBAL MANAGER

Bring in People Who Are Better Than You

By Julia Wondolig Published December 9, 2013



Philip Hult is the co-chairman of EF Education First, a family-owned education company based in London with operations in 53 countries. The company offers language courses, organizes academic year abroad,

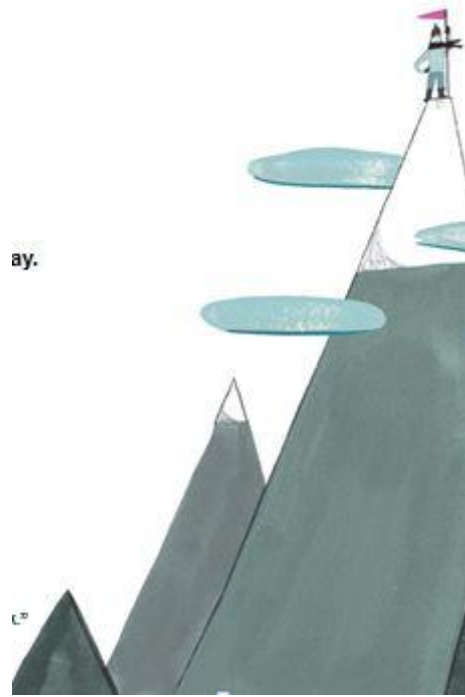
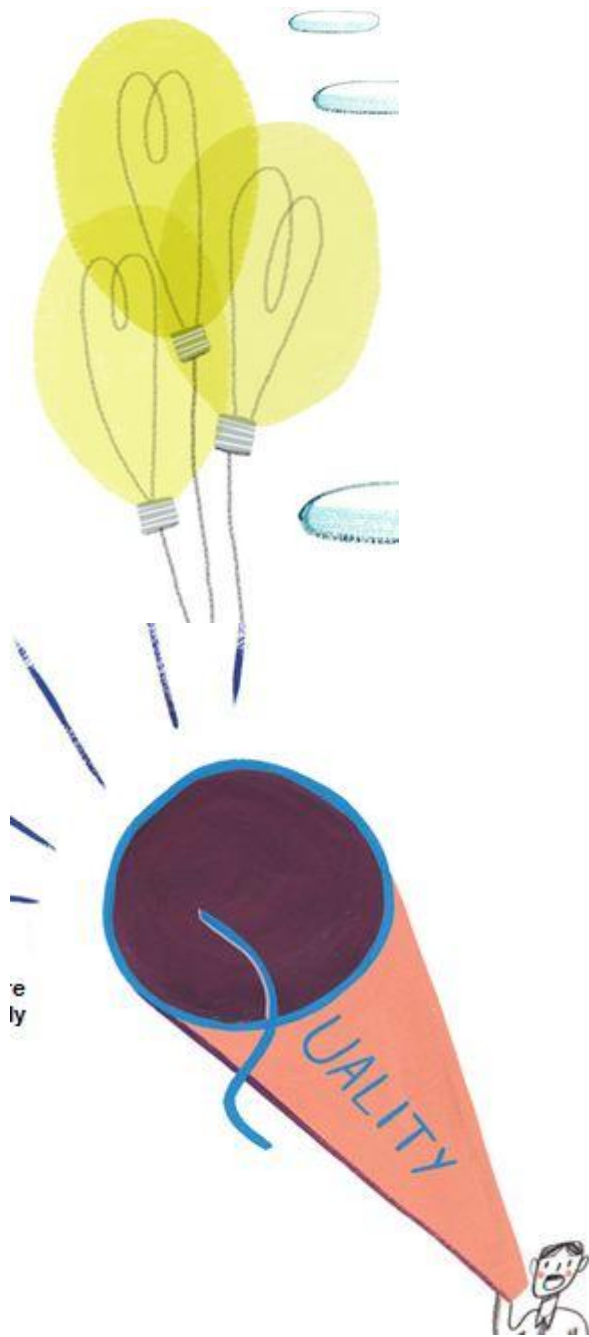
Q. How much freedom do people get, given that you will want them to operate within that common corporate culture?
 A. We're not a venture capital company in the sense that everyone can come up with an idea and then get the money to do it their way. We're still one company, even if there are very autonomous pieces within it. That's a balance. People don't necessarily object to a culture per se, but it's the centralized decision-making that drives them nuts.
 We have a very good manager here who used to work for a large bank and he said it would take six months to make a decision. Ultimately he felt he spent more time fighting the organization than doing something interesting and creative.

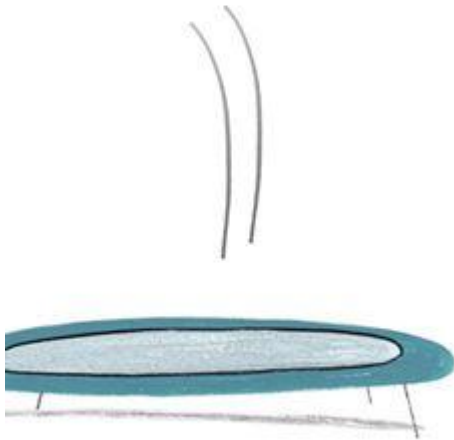
Q. Early in your career, was there anyone who influenced your thinking about leadership?
 A. I learned a lot from my father—he started EF—and my mother, but I think what teaches you, probably more than anything, is being put in a real-life situation at the deep end of the pool.
 Q. What was your deep end of the pool?
 A. Our first office in China was down an alleyway in a little-old house. We had about seven or eight people there and the electricity was only strong enough to turn on either the computers or the heater but not both at the same time. So we had someone in at 6 in the morning to turn on the heaters and people came in at 9 a.m. to turn off the heaters to use the computers. Then everyone would go to lunch at the same time, so

6. Guess the Core Value Game

Each member of the team mimes a Core Value for the rest of the team to guess.

To learn more about EF Core Values, read The Very Blue Book included in your Welcome Pack or download an electronic copy from <http://portalcn.ef.com> by searching for The Very Blue Book.







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Entrepreneurial Spirit

Quality

Passion

Nothing is Impossible

Attention to Detail

Innovation

Cost-Consciousness

Honesty and Integrity
