

# Leadership Team Exercise - Mission to Mars

## Core Values

The 5-7 passengers on the Mission to Mars rocket that best represent your culture:

- High credibility with peers
- Most competent in their roles
- Gut-level understanding of core values



Who? (Names)

Why? (Attributes)

1.

1.

2.

2.

3.

3.

4.

4.

5.

5.

6.

6.

7.

7.

### Core Values Criteria

- Small set of timeless principles
- Intrinsic value and importance
- Independent of operational realities

### Our Core Values

