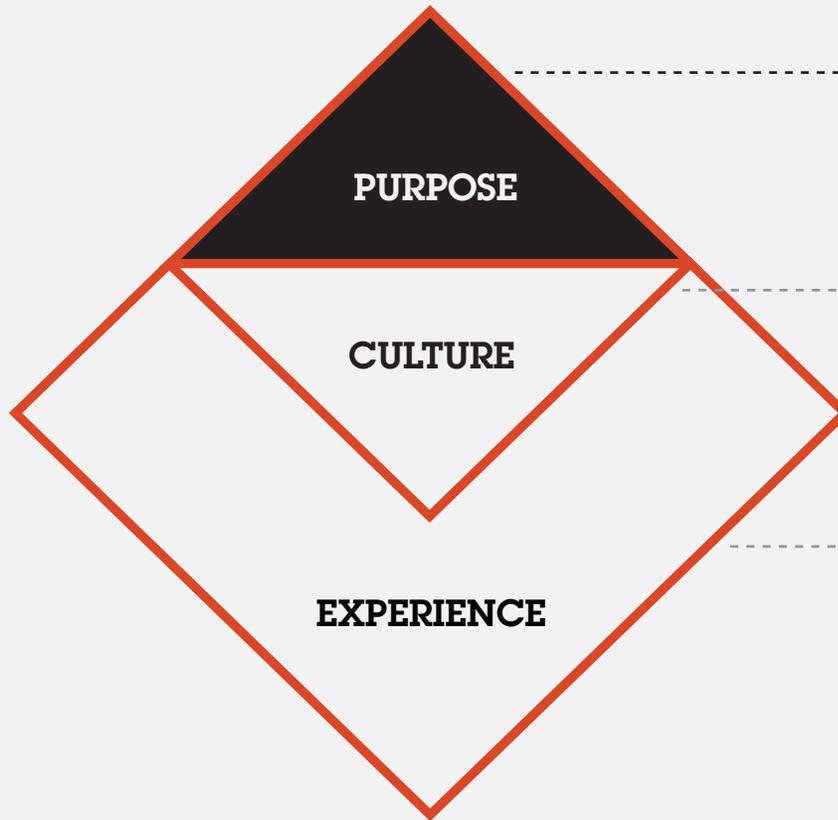# How to identify and articulate your unique behaviors

Define who you are

Define who you are

It all starts with having a clear sense of what you're authentically about.

Design your culture

If you want to thrive in the market, start by nurturing the right behaviors in your culture.

Share it with the world

Once you're living your ideals in your culture, you can confidently share them with the world through brilliantly compelling products, communications, and experiences.

The best way to be known for something is to actually be that. Which means that having a great brand is about *being* a great organization.

Why use this tool

Most organizations have written down who they are and what they stand for. Purpose, mission, values… But too often, these words are nothing more than fancy posters because people don't know how to translate those ideals into daily behavior.

If you're serious about standing for something, it's important to write down the behaviors that bring your unique character to life.

What you'll get out of it

Identifying and articulating these behaviors isn't easy. You'll need to answer such questions as:

How granular should they be?
How many should you have?
What should the tone of voice be?

This guide will help you master the art of writing your organization's behaviors. When you're done, you'll have a small number of behaviors that provide useful direction without being too prescriptive.

Before you start

This tool is about articulating the behaviors that bring your purpose and values to life. Which means that you need to have a purpose and values first. If you don't, you've got to tackle that step first.

Once you've got that done, come back to this tool to think about how to translate it into a set of behaviors that give people clear direction.

If you need help or feedback, send me a note. I'm happy to help.

Adam
adam@ruleno1.co
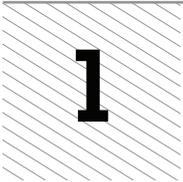
Your task

1
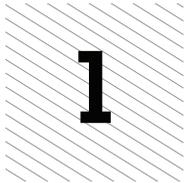
Identify the behaviors

Reflect on what it looks like in human behavior when the unique character of your organization is brought to life. Not the theory of purpose and values, but the actual practice of it.

2

Articulate the behaviors

Write the behaviors in a way that is memorable, inspirational, and that sounds like you (remember Rule No. 1: Be Yourself).

1 Identify the behaviors

Consider what is timeless about your organization and what is particularly relevant to this moment. Make sure to address the timeless without ignoring the realities of today.

Pick a starting point. It can be helpful to start with your values and think about 1–3 behaviors for each value. Your might also write behaviors using your purpose or mission as a starting point.

If you're stuck, imagine you're looking through a one-way mirror at a team from your organization. In rooms next to them there are teams from your competitors.
What would you want to see your team doing, not doing, saying, not saying… that you would not see in the rooms with your competitors?

These should be applicable to the entire organization. Later, functions, departments, regions… can and should tailor these to their own corner of the world.

You don't want too many. Somewhere between 5 and 15 is usually the right number.

2 Articulate the behaviors

Neither a slogan nor a script

Identify something someone can do but leave room for interpretation and judgment.

example
× Slogan: "Be collaborative"
× Script: Have these 6 people fill out this form every time you want to make a decision
✓ **Behavior: "Seek diverse points of view"**

Action-orientation

Write it as a verb, not a noun.

example
× "Sense of urgency"
✓ **"Prioritize speed over perfection"**

Make it memorable

Write something that can become a shareable meme.

example
× "Stay open minded"
✓ **"Practice vuja de"**

Be relevant

Focus on the aspects of culture you feel would most create value in this moment.

example
× The full list of everything the company needs from people
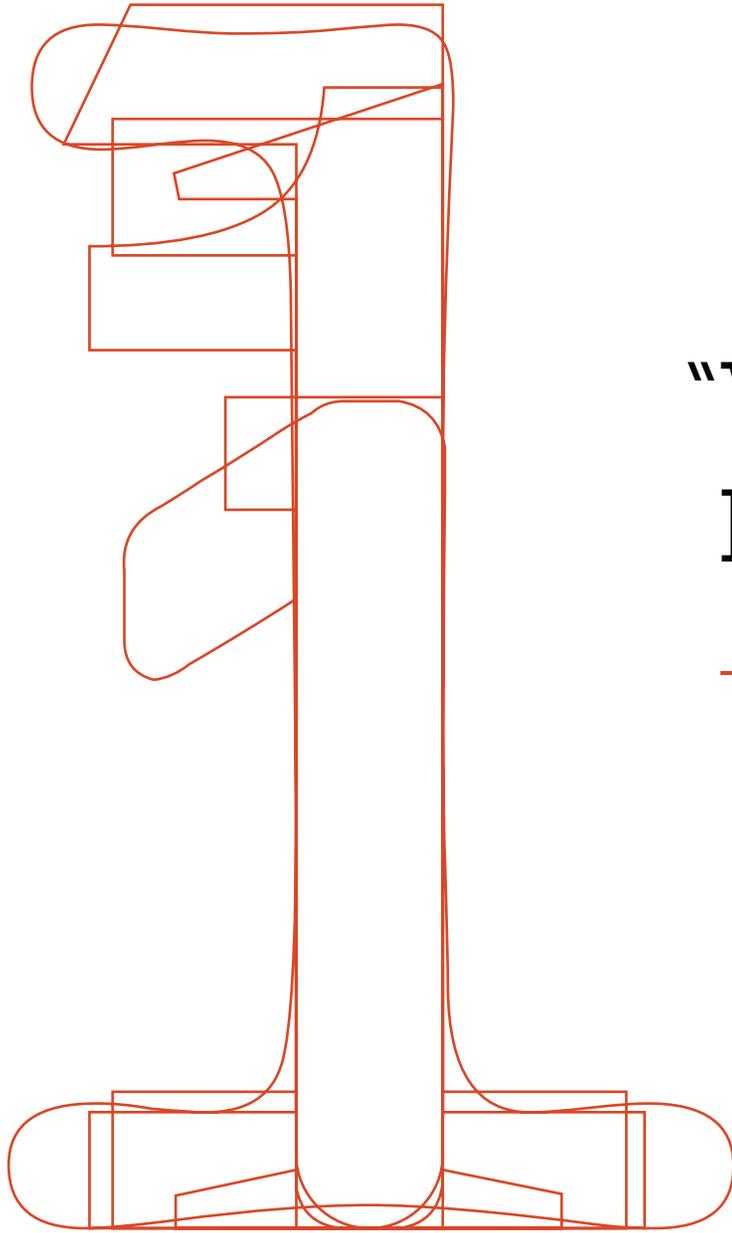✓ **A handful of behaviors that are most important now**

Make it unique

Highlight what makes your organization distinctive, not just what makes good business sense at any company.

example
× "Know your customer"
✓ **"Show personal interest"**

"Whatever you are,
be a good one."

–Abraham Lincoln