

Zappos.com core values



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As the online shoe retailer, Zappos.com, evolves as a company, they clearly define their core values from which they develop their culture, brand and business strategy. CEO, Tony Hsieh, said " We've formalized the definition of our culture into 10 core values. Basically what we're looking for are peoples whose personal values match our corporate values. They're just naturally living the brand. Wherever they are whether they're in the office or off the clock. (Rosenbaum, 2010) Their 10 core values are: Deliver WOW Through Service, Embrace and Drive Change, Create Fun and A Little Weirdness, Be Adventurous, Creative, and Open-Minded, Pursue Growth and Learning, Build Open and Honest Relationships With Communication, Build a Positive Team and Family Spirit, Do More With Less, Be Passionate and Determined and Be Humble. (Rosenbaum, 2010) Zappos.com's key values are embraced and widely shared throughout the organization. Their culture is strong, surely influencing employees' behaviors and actions.

Employees truly believe in the organizations core values, breeding loyalty and high performance. In 2011 they were ranked number 6 on the Fortune Top 100 Best Companies to work for. (CNN: Money, 2011) There is a strong connection between shared values and employee behavior. Zappos.com has made employees a central part of their culture. " It's about giving employees permission and encouraging them to just be themselves," says Hsieh.

(Rosenbaum, 2010) " Build a Positive Team and Family Spirit" is one of the company's views.

Team and people orientation are important aspects of their culture. Zappos.com is among a new generation of organizations that have supported workplace spirituality. They have recognized that people have a mind and

soul and seek to find meaning and purpose in their work. Core values, “ Be Adventurous, Creative and Open-Minded, Pursue Growth and Learning and Be Passionate and Determined” all contribute to and advocate for a spiritual workplace. Employees enjoy free lunches, no-charge vending machines and a full-time life coach on hand.

Toleration of employee expression and employee empowerment is practiced regularly. Furthermore, there is a strong sense of purpose contributing to a more productive, efficient, loyal and committed staff. I would happily join the Zappos. com team. I admire the creation of their 10 core values.

Implementation of such a list seems long overdue to me in the business world. They clearly define what they want and I respect that. They encourage creativity, honesty and passion, characteristics I highly value in the workplace.

The people and team orientation is exactly the type of organization that I would want to work for. They truly care about not only their customers but employees as well. It is no wonder they are such a popular and successful company to work for. References: CNN: Money. (2011). Retrieved October 2, 2011, from Cabel News Network: http://money.cnn.com/magazines/fortune/bestcompanies/2011/full_list/

Rosenbaum, S. (2010, June 6). Fast Company. Retrieved October 2, 2011, from Fast Company: <http://www.fastcompany.com/1657030/the-happiness-culture-zappos-isn-t-a-company-it-s-a-mission>