

The City of Dublin

Culture Playbook

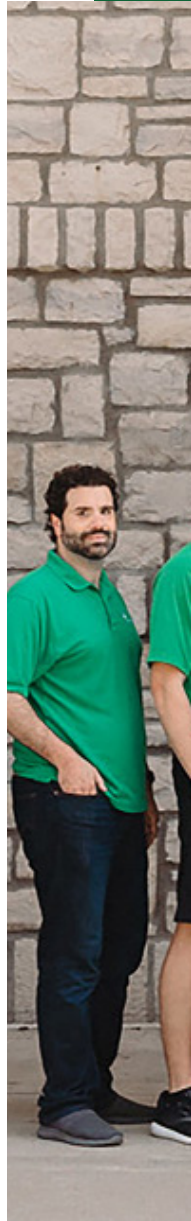






The Power of Culture

A healthy and positive culture is the heartbeat of our team. It is the DNA that makes Dublin a special place to live and work. It empowers us to act with purpose and passion with a collaborative vision as we pursue our work in public service. Building and sustaining the City of Dublin's culture requires intentional effort from everyone on our team.



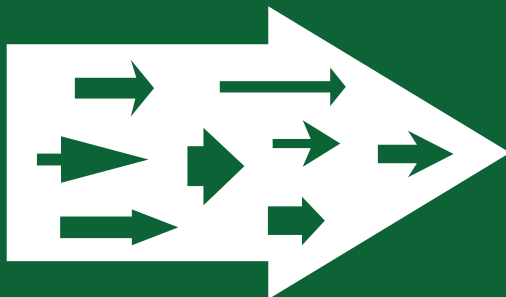




What Is Culture and Why Is It Important?

Culture is not a document that hangs on the wall. Culture is what we believe, how we act and the outcomes our behavior produces. It is the foundation on which we are built. Written statements help clarify the culture, but documents don't build culture — our actions do.

Our core beliefs provide the standards for how we behave toward one another, our partners and the citizens of our community. Because culture shapes behavior, it determines how effectively we execute our strategy. The purpose of culture is to drive behaviors that succeed. Our success depends on the ability to collaborate and execute those ideas. Culture aligns everyone in the community with a common set of beliefs and behaviors that ultimately determine how we perform.





20 Square Feet

The “20 Square Feet” concept expresses the reality that each person on the Dublin team has a sphere of ownership. Inside your 20 Square Feet, you have control. Outside, you can make an impact.

Everyone is a builder of culture, and there is no such thing as a culturally neutral attitude or action. What you do (or don’t do) in your 20 Square Feet carries significance.

The way each of us manages our 20 Square Feet is what determines our culture and performance. Never underestimate your ability to make a difference.



City of Dublin

Your Team

Your 20 Square Feet

Belief → Behavior → Outcome

The Culture Playbook makes clear the key behaviors and desired outcomes we want from each of our core beliefs. The behaviors outlined in the playbook are essential to operating our organization and responding to the challenges of a dynamic environment.



“Our goal is to create a culture where everyone consistently engages in behaviors that help us build our community.”



City of Dublin Culture Playbook

BELIEF

BEHAVIOR

Driven by Excellence

- Be bold. Innovate and execute.
- Act with integrity, courage and humility.
- Embrace change, progress and growth.

Better Together

- Connect. Communicate. Collaborate.
- Help others and ask for help.
- Be inclusive. Trust, respect and appreciate one another.

Dedicated to Service

- Pursue opportunities for service.
- Care, listen and engage.
- Value your impact and make a difference.

OUTCOME

**Exceptional
You**

**Exceptional
Team**

**Exceptional
Community**



DRIVEN BY EXCELLENCE

Be bold. Innovate and execute.

In Dublin, we dare to dream of being first on the world stage and second to none in providing our citizens, employees, workforce and visitors the most desirable experiences anywhere. Dublin is recognized internationally for being a visionary, innovative city, and that is because of employees like you who are empowered to be the change they want to see. Be driven, and seek excellence in everything you do.

Act with integrity, courage and humility.

For the City of Dublin to be its best, we need everyone to bring the best version of themselves to work each day. Own your attitude, actions and words. Think big and follow through. Proactively look for opportunities to improve, and be humble enough to know you can always be better.

Embrace change, progress and growth.

Whether you've been with Dublin for a short time or a tenured career, you know the City is always growing, changing and striving to be the best. Help continue our path toward progress and help shape it. Welcome new ways of thinking and doing. Evolve and thrive.

EXCEPTIONAL YOU



BETTER TOGETHER

Connect. Communicate. Collaborate.

Take time to connect with your colleagues. Seek to understand and support one another by leveraging the strengths of our team. Engage in open discussions, make decisions collectively, and fully commit to the outcomes. Know that your ideas and enthusiasm are valued, but always leave your ego at the door and be prepared to embrace the perspectives and decisions of others. Trust in the power of the team, and know that we are truly better together.

Help others and ask for help.

Dublin is powered by helpfulness. Proactively look for opportunities to help others and build relationships. Be available and approachable in the workplace. See and be seen. Understand that exceptional results are the outcome of the collective effort of countless talented people. Use the shared knowledge and experience of our team. Asking for help is not a sign of weakness; it is proactively practicing teamwork, which we celebrate in Dublin.

Be inclusive. Trust, respect and appreciate one another.

We are a team of different and unique qualities which, when used together, enable us to best serve our community. Together, we build a culture of trust, service, mutual respect, inclusion and appreciation. Always assume positive intent, and take every opportunity to encourage your colleagues. Through teamwork, we actively promote an environment that people love going to every day.

EXCEPTIONAL TEAM





DEDICATED TO SERVICE

Pursue opportunities for service.

By working for the City of Dublin, you have answered the call to public service. The work you do results in improving the greater good of this community. We strive to provide the best quality of life and environment for those who live and work here – and we succeed! Our residents have given us a 99% approval rating; let's continue to earn their trust and satisfaction. For the City of Dublin to continue to set the standard, we must build a city that we are proud to put our signatures on.

Care, listen and engage.

Each person who works here represents the City of Dublin. Setting the standard of service requires a can-do attitude and extraordinary effort. We actively listen with the intent to help others. We joyfully provide answers and solutions, and we honor our commitments to the community and each other.

Make a difference and value your impact.

We are public servants who provide the atmosphere and amenities that make Dublin a premier city. Together, we work to create and develop a community that we are proud to be a part of and share with the world. We selflessly strive to say "yes" and to find a way. By acting with compassion and investing in our service to the community and one another, we create an exceptional experience for all in Dublin. We take pride in our successes and celebrate them as a team.

EXCEPTIONAL COMMUNITY

Welcome to the Journey!

