

Value Alignment	3M	Flight Attendant	Turnover	People-Focused
Define Who We Are	Value Alignment	Sense of Identity	Best Buy	Tony Hsieh
Understand Surroundings Personal Example	Whole Foods	FREE	Collective Commitment Stability	Long-Term Goals
Organizational Culture Google	Type of Company	Organizational Identity	In-N-Out	Productivity
Group Dedication	Conflict Resolution	Southwest	Zappos	Family

Whole Foods	Best Buy	Turnover	Define Who We Are	Sense of Identity
Flight Attendant	Zappos	People-Focused	Conflict Resolution	Tony Hseih
Organizational Culture Google	Collective Commitment Stability	FREE	Long-Term Goals	3M
In-N-Out	Southwest	Value Alignment	Family	Type of Company
Organizational Identity	Productivity	Understand Surroundings Personal Example	Value Alignment	Group Dedication

Conflict Resolution	Southwest	Best Buy	Productivity	Collective Commitment Stability
Value Alignment	Organizational Culture Google	Organizational Identity	Value Alignment	People-Focused
Understand Surroundings Personal Example	Family	FREE	Type of Company	In-N-Out
Whole Foods	Tony Hsieh	Turnover	Zappos	Flight Attendant
Long-Term Goals	3M	Sense of Identity	Define Who We Are	Group Dedication