

URL: <https://ecorner.stanford.edu/clips/prioritizing-core-values/>

Lisa Dyson, founder and CEO of Air Protein, explains how her company has been intentional about creating a culture of shared values, including their core value, "Protect people and the planet." Air Protein has prioritized safety, and she shares an example of a time an employee stood up for that value.



## Transcript

- When we started Air Protein, 00:00:04,230 we wanted to be really intentional about the culture that we wanted to create.. And, you know, we got together and we hashed through, what are the values that we want people that are in this company to have, the people that we hire, the people that we keep? And one of the core values is protect people on the planet.. That emerged from many conversations about what we value and that reveals itself in many ways.. The planet side is pretty obvious.. People join Air Protein because they're trying to have a positive impact on the planet.. And then on the people side, you know, it's everything from our employees to our partners, to our customers and beyond.. And how do you protect people in the planet? Like, how do you do that? And one area that comes to mind is just safety.. Creating a safe operating environment, creating psychological safety.. And for us, it was important for us to define that as a core value so that when we got people in the company, that's something that they ascribe to and also it's something that would be a measure.. We measure kind of our decisions against that..

And what I'll say there is, building a safety culture in an operating, you know, manufacturing environment is critical, is really important.. And one thing that we've started saying is, you know, safety is priceless.. 'Cause one of the ways in which companies, if you look at some of these large companies that have had issues, some of it is around cost cuts.. Like kind of making a choice based on, you know, profitability, based on, you know, what's the least cost, et cetera.. We, of course, are for-profit, so we focus on profit as well.. But what's above that, all else, is protecting our people, protecting people.. So that's kind of one important thing.. What I'll comment there is, and it kind of links up to people inspire me as well, is there's been a couple of instances where there's been a work team around us that haven't been implementing, you know, practicing safety processes.. And one project manager on our team, you know, went and reported that to their bosses and in our team meetings, where we talk about safety as kind of, that's one of the core parts of the meeting.. Tom Yeah..

00:02:07,837 - His comment was, you know, 00:02:09,637 "I had to say something because, you know, "just as a human.. "You know, they're not on our team, "we can't affect their work, "but I can try to have an impact as a human." And in that moment, he inspired me..