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State of California
Franchise Tax Board

# Organizational Values Refresh

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# Core Values History

## 2004 Values

- Accountability
- Communication
- Enterprise Thinking
- Leadership
- Innovation
- Integrity
- Individuality
- Teamwork

# 2014 Values:
# “By the people for the people”

## Survey Results

- Less is more
- More descriptive
- A call to action
- Motivational and inspirational

# Values Refresh Town Hall

# Lead with integrity and inspiration

"At FTB, lead with integrity and inspiration is in our very DNA. We are seen as pioneers in developing excellent leaders."

~ Janice Schwartz

# Bring our best

"At the end of each day, I want to know that I brought my best and I want to work with others who care enough to do the same…because together we can do awesome things."

~ Daniel Saechao

# Deliver excellent products and services

"At FTB, we are not only civil servants we are also taxpayers and on the receiving end of these products and services. We have a vested interest in making them totally excellent!"

~ Kimberli Sinerius

# Contribute to a caring community

"My husband and I work in very different environments. He can't believe a culture like FTB really exists."

~ Patricia Carte

# Become experts at what we do

"The greatest thing about FTB is you can decide how far you want to develop your skills – not only in your current position – but even in your future chosen career path."

~ Jennifer Barton

# Our Core Values

**LEAD WITH INTEGRITY AND INSPIRATION**

**BRING OUR BEST**

**DELIVER EXCELLENT PRODUCTS AND SERVICES**

**CONTRIBUTE TO A CARING COMMUNITY**

**BECOME EXPERTS AT WHAT WE DO**

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# Questions?