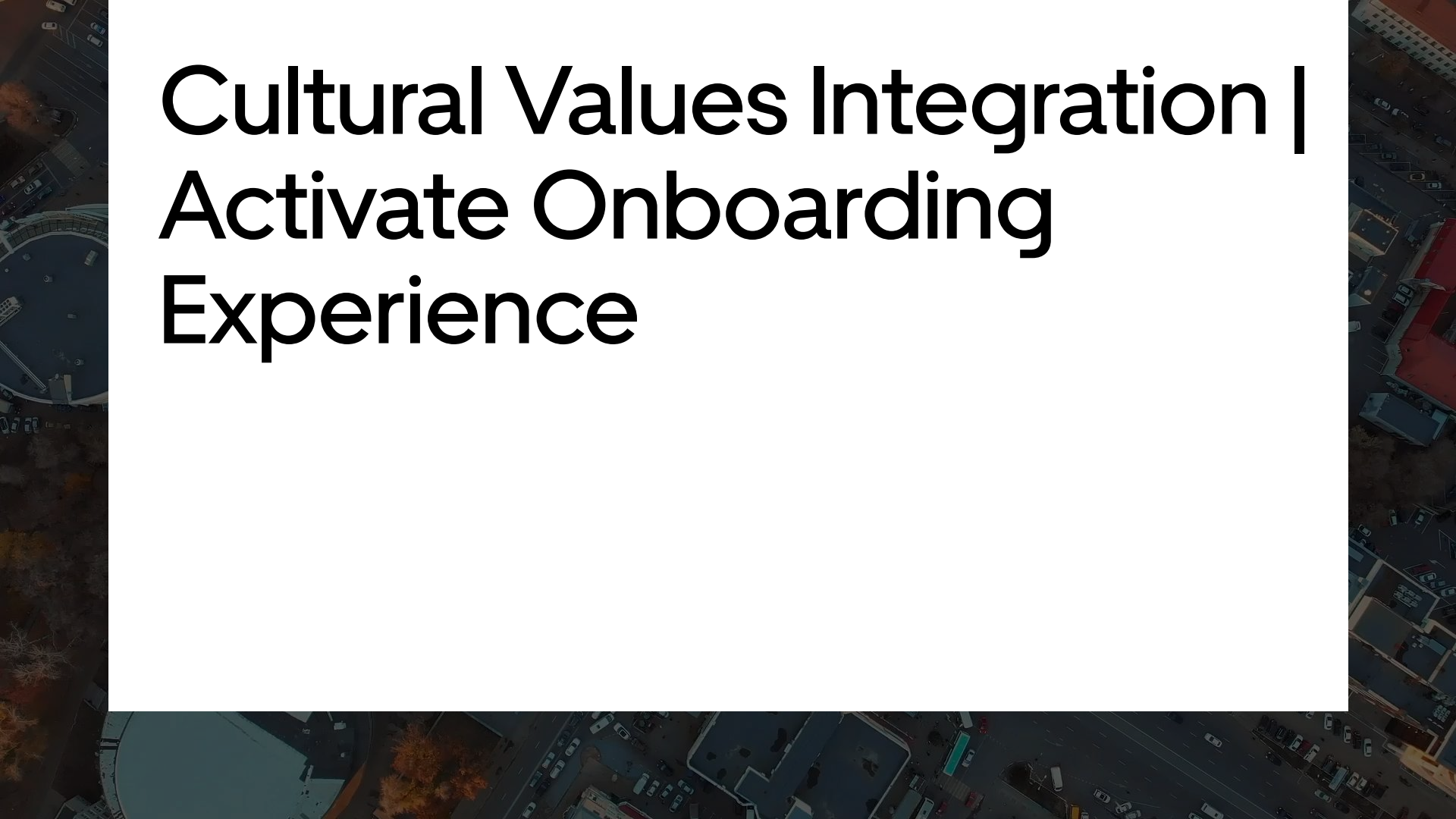


An aerial photograph of a city street, showing buildings, cars, and a large circular structure on the left side. The image is used as a background for the text.

Cultural Values Integration | Activate Onboarding Experience

Culture is everywhere

New cultural norms woven holistically into visuals, principles, and all aspects of new content

Explicit modeling of new cultural norms within facilitator-led portion of onboarding

Designed cultural immersion experience for nUbers to practice norms as a final strand in this tapestry

Culture activation in Activate onboarding experience *(learning objectives)*

Day 1: Awareness

Identify Uber's mission & cultural values

Connect values to company priorities

Quarter 1: Internalizing

- Identify values in action on team
- Explain how values drive business decisions
- Apply values to own role

Month 1: Understanding

Relate Uber's values to own role



Culture activation in onboarding

Think about it

Now that you know the Uber values, think about how they relate to your role. What opportunities do you have to apply them? How can they help you make an impact? You can learn more about each value by visiting [this site](#), and make the values your own with the resources in this [employee toolkit](#).

Go get it

Bring the mindset of a champion

Trip obsessed

Make magic in the marketplace

Build with heart

We care

Stand for safety

Safety never stops

How does this value apply to my role?

How can I use this value to make an impact?

Reflection questions

Mission

We reimagine the way the world moves for the better

Values

Go get it
Trip obsessed
Build with heart
Stand for safety
See the forest and the trees
One Uber
Great minds don't think alike
Do the right thing

Business strategies



Day 1 - New Hire Orientation

We launched New Hire Orientation (NHO) globally, which now includes a dedicated section to Uber's mission & cultural values. During an interactive breakout activity, nUbers also share which values resonate most with them. The nUber Guide, our self-service resource, is categorized by cultural values.

Uber |

Month 1 - Uberiversity

In November 2021, we released our updated 30-minute Cultural Values & Mission session that includes a brand-new cultural values video, as well as an interactive breakout activity for nUbers share how they've begun to apply the values to their roles. LOB speakers also share how values show up in their work.

Quarter 1 - Values in Action

Earlier this year, we launched our 90-minute cultural immersion session, *Values in Action*, designed to showcase the cultural values, highlight how business leaders use the values to guide their decisions, and cross-regionally connect nUbers to solve a current business challenge using the values as their guide.

Day 1 - New Hire Orientation

Uber

Version 1.0

Our values

Go get it

Bring the mindset of a champion

Trip obsessed

Make magic in the marketplace

Build with heart

We care

Stand for safety

Safety never stops

See the forest and the trees

Know the details that matter

One Uber

Bet on something bigger

Great minds don't think alike

Diversity makes us stronger

Do the right thing

Period

1

Which values resonate most with you?

2

Which priorities are you most excited about?

Breakout activity

Month 1 - Uberiversity

Uber

Version 1.0

How does this value
apply to my role?

How can I use this value
to make an impact?

Reflection questions

Breakout group instructions

1

Share your answers to the reflection questions by typing them into the Jamboard

2

Talk to your group and look for any common themes

Quarter 1 - Values in Action

Uber

Version 1.0

Values in Action: 80 minutes

**Icebreaker and pulse
check**

15 minutes

Business stories

20 minutes

**Values debrief
Jamboard activity**

15 minutes

Case study

30 minutes



What you'll learn

To identify the values that you see
in action on your team

To explain how the values drive
business decisions at Uber

To apply the values to your role

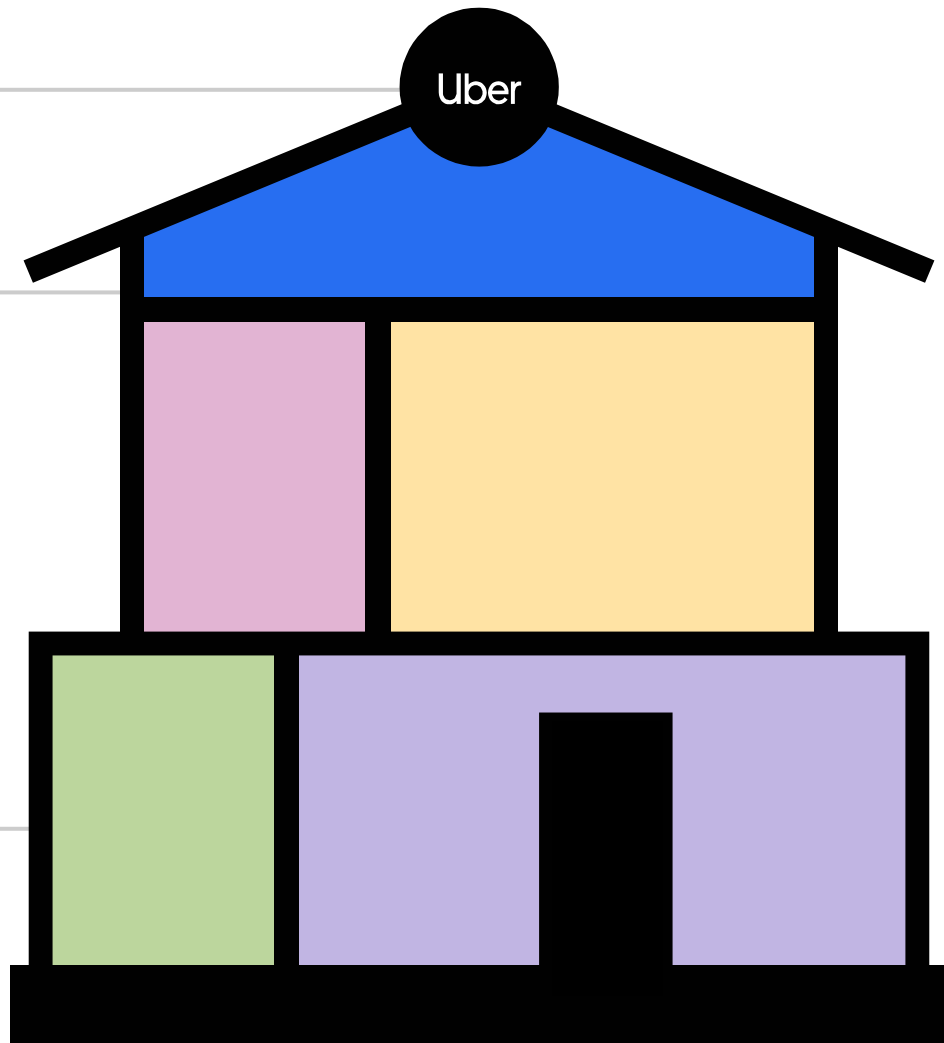
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Business strategies



How could you use the values to solve these problems?



Tokyo Smoke

In Canada, it's legal to purchase cannabis from private dispensaries, and consumers want to be able to purchase it conveniently.

Uber is considering partnering with Tokyo Smoke, a popular dispensary in Ontario, so Uber Eats customers can buy cannabis through the app. There's just one problem: under Canadian law, it's illegal for private dispensaries to deliver cannabis to customers. The law was relaxed during the pandemic, but the regional government recently said it will start enforcing it again—so Uber couriers will be breaking the law if they make cannabis deliveries to customers.

Questions to consider

Are you considering the needs of all our different end-users?

Are you paying attention to significant details while also seeing the big picture?

Are you considering the impact on the community and the safety of everyone involved?

Are you staying solution-focused and bringing the mindset of a champion?

Uber cultural values application

Think back on the business cases you studied today and the way you applied the values to your decision-making process. Based on these cases, what opportunities do you see to apply the cultural values to your role? What can you do to bring the values into your work?

Opportunity area	Value it relates to	How you can apply value
Enter notes here	Enter notes here	Enter notes here

Cultural values resources

[Reimagine.uber.com](https://reimagine.uber.com) (microsite)

[Cultural values Degreed plan](#)

What action will you
take to apply the
values in your role?

Reflection question