



It's time to kick off another round of our Fundamentals! If you have not participated in the video process, you are strongly encouraged to sign up! Please fill out the sheet by **COB Wednesday, October 11th**.

If interested, please notify **Andrew Winneberger** or **Bill Miller** & the Fundamental of your choice!

- **Directions:**
 - Record a 60-90 second video of your commentary on the Fundamental
 - Send the video or link to chenry@kramerbev.com or 609-6945254 by the Wednesday prior to the week of your Fundamental
 - I will send out calendar invites for your assigned Fundamental once sign-ups are completed
- **Video:**
 - Please do not recite the description of the Fundamental. I add that at the beginning of the video along with your name & hire date
 - Speak loud and clear when recording
 - I will add the graphics, music, text, and edits
- **Creativity:**
 - We are taking these videos to a whole new level – **be CREATIVE & have FUN!**
 - Encourage fellow co-workers, family, and/or friends to join in on the video
 - Participate with retailers and/or suppliers
 - Ask for help if assistance is needed with filming the video
 - **Ruby Rodrigues and I are able to assist with filming these videos**
 - Reach out to socialmedia@kramerbev.com for questions

Creative Video Examples:

Internal Examples:

- <https://vimeo.com/user113375866/merchteam?share=copy>
- <https://vimeo.com/user113375866/andreww?share=copy>
- <https://vimeo.com/user113375866/jakesmith?share=copy>
- <https://vimeo.com/user113375866/forklift?share=copy>
- <https://vimeo.com/user113375866/scottclark?share=copy>

Ex





Fundamental		Video Due Date (Wed)	Send date (Mon)
1	<i>Do the right thing</i>	10/18/2023	10/23/2023 3
2	<i>We want our customers to love buying from us</i>	10/25/2023	10/30/2023 3
3	<i>Make quality personal</i>	11/1/2023	11/6/2023
4	<i>We're all in the customer service business</i>	11/8/2023	11/13/2023 3
5	<i>Find a way to make it happen</i>	11/15/2023	11/20/2023 3
6	<i>We're a team and we depend on each other for success</i>	11/22/2023	11/27/2023 3
7	<i>Be responsive</i>	11/29/2023	12/4/2023
8	<i>Practice blameless problem-solving</i>	12/6/2023	12/11/2023 3
9	<i>Honor commitments</i>	12/13/2023	12/18/2023 3
10	<i>Set and ask for expectations</i>	12/20/2023	12/25/2023 3
11	<i>Work with a sense of urgency to get things done</i>	12/27/2023	1/1/2024
12	<i>We are performance-driven</i>	1/3/2024	1/8/2024
13	<i>Work from the assumption that people are good, fair, and honest</i>	1/10/2024	1/15/2024
14	<i>Check the ego at the door</i>	1/17/2024	1/22/2024
15	<i>Listen Generously</i>	1/24/2024	1/29/2024
16	<i>Improvement Never Ends</i>	1/31/2024	2/5/2024



1 7	<i>Speak Straight</i>	2/7/2024	2/12/2024
1 8	<i>Embrace change</i>	2/14/2024	2/19/2024
1 9	<i>Seek to create win/win solutions</i>	2/21/2024	2/26/2024
2 0	<i>Be punctual</i>	2/28/2024	3/4/2024
2 1	<i>Celebrate success</i>	3/6/2024	3/11/2024
2 2	<i>Be quick to ask and slow to judge</i>	3/13/2024	3/18/2024
2 3	<i>Be vigilant about safety</i>	3/20/2024	3/25/2024
2 4	<i>Cultivate belonging</i>	3/27/2024	4/1/2024
2 5	<i>Keep things fun</i>	4/3/2024	4/8/2024

