



# Bring Your Values to Life: Films That Make Culture Real

SHOW WHAT YOUR ORGANISATION STANDS FOR IN A WAY  
PEOPLE CAN ACTUALLY FEEL, RECOGNISE AND LIVE.

Values only shape culture when people can see what they look like in action. Posters, slide decks and word frameworks rarely make that happen.

But stories do. Realistic scenarios do. Human moments do.

That's why film is such a powerful way to bring values and behaviours off the page and into real working life.

Whether you already have a clear set of values or you're defining them with support from our own Occupational Psychologists, who specialise in mapping leadership behaviours and capabilities using behavioural science, we create films that make your culture visible, relatable and memorable.



## Why Films Bring Values & Behaviours to Life

### They show the real world

Values stop being abstract when people see them played out in everyday situations they recognise.

### They make behaviour tangible

Actors and lived experience storytellers can demonstrate the difference between "what we say" and "what good really looks like."

### They spark an emotional connection

When people feel something — curiosity, recognition, discomfort,

pride — they pay attention. And they remember.

### They create a shared understanding

Everyone sees the same scenarios, the same expectations and the same examples of the behaviours that matter most.

### They support real change

Film gives people a clear picture of what to aim for and what to avoid. It's behaviour modelling in its most human, accessible form.

# What You Can Use Them For

- Values in action films that show your principles playing out in real conversations
- Scenario dramas that highlight the behaviours that drive (or derail) your culture
- Leadership behaviour scenarios shaped by insights from our Occupational Psychologists on what great leadership looks like in your context
- Team behaviour stories that bring to life “how we work together around here”
- Culture refresh campaigns to support change, strategy shifts or new direction
- Conversation starters for managers and teams, supported by toolkits
- eLearning modules that integrate high-impact film for scalable reach
- Every project is built around your culture — your language, your challenges, your aspirations. Mixed formats. Bespoke scripts. Professional actors are where you need authenticity and emotional truth.



## Why Work With Us

We specialise in behaviour change. We help organisations turn values into lived behaviours, one conversation at a time.

Alongside that, our colleagues at Kiddy & Partners bring deep expertise in defining leadership capabilities, behavioural expectations and cultural success profiles using science-based methods. Together, we can help you clarify the values and behaviours you need and then bring them to life through film.

We've created powerful values-based videos and campaigns for organisations like TfL, Mitie and more — using professional actors, real employee voices and compelling storytelling to shift mindsets and spark meaningful change.

## Ready to Bring Your Values to Life?

If you'd like to explore how film can help your people understand, feel and live your values and behaviours, we'd love to talk.

Get in touch:

[sayhello@t-three.co.uk](mailto:sayhello@t-three.co.uk)

[www.t-three.co.uk](http://www.t-three.co.uk)

