



The acceligence values coin: celebrating the moments that shape our culture

News

December 16, 2025

Category: company news

Tags: behaviors, coin, culture, strategy, values

For as long as organizations have existed, leaders have tried to shape culture as if it were something you could design in a workshop, document in a slide deck, or declare into existence with the right set of words. While those efforts are often well-intentioned, experience tends to teach a more sobering lesson.

Culture is not defined by what we say we value. It is defined by what we do, consistently, over time, especially in moments when no one is watching, and there is no immediate reward for doing the right thing.

At acceligence, we believe culture follows a simple but powerful chain reaction: values drive behaviors, which build the culture that achieves remarkable outcomes. We have written about this, tested it, refined it, and lived this belief for over 25 years across organizations and industries. The acceligence values coin represents the culmination of that thinking and practice.

It is our way of making values visible, tangible, and unmistakably real in everything we do.

What the values coin represents

The acceligence values coin is an honor awarded to people who are caught in the act of living our values. It is not about performance theater or saying the right things at the right time. It is about real behavior, demonstrated in real situations, often without an audience.

Coins are earned, never given, and every coin carries with it a story.

Some of those stories are quiet and easy to miss. They show up as moments of integrity when cutting a corner would have been faster. They appear in acts of kindness or support that were never requested and never advertised. They

take shape in decisions that protect a teammate, a client, or the quality of the work, even when doing so comes at a personal cost.

Other stories are more visible. They involve leadership under pressure, extraordinary impact in critical moments, or actions that raise the standard for everyone who follows. These stories tend to get more attention, but they are no more important than the quiet ones.

What matters is that each story reflects our values lived in practice.

When a coin is awarded, it creates a meaningful connection between the giver, the recipient, and the value that was demonstrated. Over time, those connections form something larger than individual recognition. They create a shared, living narrative of who we actually are as an organization, grounded not in aspiration but in evidence.

Who can receive a coin

Values only matter if they apply to everyone.

For that reason, coins may be awarded to anyone. Title, tenure, role, or visibility are not factors in the decision. The criteria is always the same and intentionally simple: *you have lived our values*.

This consistency is not accidental. Values lose their credibility the moment exceptions are made or standards shift depending on who is involved. The values coin exists to reinforce the idea that our values apply to all of us, every day, without negotiation or hierarchy.

Why we made it tangible

Values are easy to agree with when they remain abstract. Over time, even thoughtfully written values can fade into the background, blending into posters, onboarding decks, and internal websites that people stop noticing.

The values coin was designed to interrupt that pattern.

By making values physical, we create a moment that requires intention. You have to notice the behavior. You have to decide it matters. You have to hand something to another person and explain why. In doing so, you make the value concrete, specific, and real.

Those moments may feel small in isolation, but culture is built through the accumulation of moments like these. Culture does not change through slogans or statements alone. It changes when people consistently recognize and reinforce the behaviors that reflect what they believe.

How it works

The acceligence values coin always begins the same way: with one coin, and with a decision to notice values in action. There is no waiting period, nomination cycle, or formal approval process. It starts today, in the moment someone sees behavior that genuinely reflects who we aspire to be.

Once you become a coin recipient, you become a steward of the practice. You may award coins to anyone who is caught in the act of living our values, regardless of role or relationship. In this way, the values coin is designed to move through the organization organically, carried forward by people who have already experienced what it means to be recognized for doing the right thing.

Each coin that is awarded is registered, and the insert inside the coin tracks its coin ID. This allows us to trace the lineage of each coin over time, connecting one act of values-driven behavior to the next. What emerges is a visible chain of gracious acts, each one linked to the last, forming a growing record of how our values show up in real life.

It is possible, and even likely, that someone may receive multiple coins over time. While that recognition matters, the real joy of the values coin tends to reveal itself in a different way. The most meaningful moment is often not receiving a coin, but passing one along and taking the time to recognize values in others.

The bigger picture

The acceligence values coin is not about recognition for its own sake. It exists to reinforce the behaviors that shape our culture in real time, to create shared meaning around what our values look like when lived, and to hold us accountable to the standards we claim to stand for.

Every coin adds another data point to our collective story. Over time, those stories define the culture we experience and the outcomes we are able to achieve together.

This is the next chapter in how we live our values, not as words on a page, but as actions that matter.

Award a coin

If you were recognized with an acceligence values coin, your coin has already been registered and the story captured. To award a coin to someone else, click the button below to link the story to the coin. You will receive an email with your submission that you can share with the recipient. What better way to bring sunshine into their day and the world!

award a values coin

Special note: a huge thank you to our friends at Coins for Anything. We've used them for every coin we've minted since we started minting coins. Their quality and service are unmatched!