

CORE VALUES

CHALLENGE GUIDE

To help reinforce our enterprise core values, Team Members are encouraged to participate in one challenge per quarter. Coming off the success of our RESPECT challenge, you and your teams are invited to take part in our INTEGRITY contest.



OUR SECOND OFFICIAL CHALLENGE ... INTEGRITY

Our core values have steered our performance review process, defined who we are, how we work and how we interact with each other. Recently we've seen more and more Team Members participate and exemplify RITE On! It's time once again for all of us to step up and show our core values by taking part in our second quarterly challenge: **INTEGRITY... It's a Rap!**

BUILDING TEAM CULTURE WITH INTEGRITY ... IT'S A RAP!

To bring our core value of **Integrity** to life, we're asking Team Members to write and perform their own original rap song about, yes, **Integrity**. You can participate with a group of no more than 5 Team Members or go solo to create and record a four-line or 30-second video of their completely original rap song! Strong consideration will be given to those teams that dress the part. It may also be cool to work in inspiration, beats or lyrics from The Sugarhill Gang's most famous song, "Rapper's Delight." A few more helpful guidelines include:

- **Rhythm** | Aim for a catchy beat. A typical rap structure often includes a 4/4-time signature.
- **Length** | Aim for about four-lines or 30 second's total.
- **Wordplay** | Incorporate puns, alliteration or clever phrases to add humor and creativity.
- **Catchy Hook** | Include a memorable chorus or hook that captures the essence of the rap.
- **Delivery** | Focus on an upbeat and energetic delivery. Your tone should match the fun vibe.

RAP RULES

To submit a video, Team Members will scan the supplied QR code, then email **RITEOn@redico.com** the following info: participant's name(s), company, date, file name (if available).

Three performances will be selected and **each person will win a \$100 gift card!** If you're not a great rapper, no worries. Our judges will be looking for creativity, so the idea is to simply have fun!

WHAT YOU CAN DO

Create a buzz. Talk it up. Everyone loves a challenge and to win prizes. Create a video yourself and chances are your fellow leaders will do the same. Help coordinate groups and offer your assistance with filming. We're also creating a blooper reel, so encourage sending those funny moments to the QR as well!

WHO TO INCLUDE

Team Members with a maximum of 5.

TIMING

Videos must be submitted by **December 20, 2024**. Winners will be chosen and notified in early 2025.



Scan to submit videos!

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