



TOKENOMICS

TOKEN EXAMPLE GUIDE

OUTLINE

In any given culture, some kinds of tokens will end up being more highly prized than others. Among academics, for instance, ‘I’m intelligent’ tokens tend to have more value than ‘I’m an athletic achiever’. This doesn’t mean that academics can’t also be athletic achievers, but it does mean that they’re more likely to be valued within that community for their intellectual output.

The same is true in all organizations, though sometimes it can be hard to see. Habits that get ingrained when an organization is young, along with the impacts of powerful personalities, can produce a persistent cultural flavor that can persist for generations. Certain token transactions become dominant and stay that way, even if other aspects of the the organization change dramatically.

EXAMPLES

Intelligence	“I’m smart.” “I don’t make stupid mistakes.” “We can find the solution to anything.” “We understand how business really works.”
Learning	“I am always growing and developing.” “I’m a quick study.” “We provide challenges that allow people to learn from experience.” “My coworkers can learn a lot from me.”
Effectiveness	“I’m pragmatic.” “I get things done.” “We don’t pay people to play, we pay them to get things done!” “Mistakes don’t happen here.” “We make realistic decisions, and don’t waste time or money on things that don’t make solid sense.”
Competence	“I’m good at my job.” “I have skills that others lack.” “We know what our customers need and we deliver it.” “We respect people for their skills.”
Innovation	“I’m creative.” “I see things other people miss.” “We have great ideas here.” “We’re agile, and our culture is young.”
Authority	“I run a tight ship.” “I can’t answer that, it’s up to management.” “If it’s the right thing to do we do it and deal with the people-problems later.” “We give people clear and specific direction.”
Information	“I’ve got the inside scoop.” “They never tell us what’s going on.” “My boss is clueless.” “Our insider knowledge makes us unique.”

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FURTHER EXAMPLES

Trust/Vulnerability	“I am someone that others trust.” “We have to create policies to control behavior.” “No one will watch my back but me.” “I trust my team to have my best interests in mind.”
Respect	“We treat people well.” “I consider the needs of others before making decisions.” “When people aren’t being respectful, we tell them straight.” “While many people aren’t sensitive to the feelings of others, I’m different.”
Compassion	“I look after people in this organization.” “We make a difference in the world.” “I know how to help those less fortunate than me.”
Conscientiousness	“We make careful, considered choices.” “I understand how important it is to do things right.” “We’re reliable.” “We don’t let people force us to cut corners.”
Cooperation/ Teamwork	“I go out of my way to work effectively with my teammates.” “We’re of one mind, and that makes us strong.”
Victim	“They don’t appreciate us.” “I don’t have any choices, they tie my hands.” “My achievements never get recognized, but that doesn’t stop me from doing my best.”
Ally	“We’re different from them.” “I’m loyal to my friends.” “There are no snitches here.”
Competitiveness	“We’re consistently ahead of our competitors.” “I play to win.” “We don’t let things stand in the way of success in this organization.”
Diligence	“We work hard at everything we do.” “The hours I put in make my value stand out.” “We follow process, even when it’s hard to do.”