Culture Code
Growing thriving environments
What is culture? Why does it matter?
Culture is shared beliefs and values inside an organization.

It’s the soil from which everything else sprouts.
It matters because, to us, people matter.

We’re all individuals rooted in the same soil.
We care about culture because culture is the foundation from which everything grows.

We understand the importance of healthy soil. That’s why we understand the importance of healthy culture.
To create a thriving environment, we start by hiring the most diverse and innovative minds.
Then we water those minds with the freedom to create.

We want an ecosystem of employee-driven ideas that can be planted for growth.
We care for those ideas by empowering our people with the tools and space to make an impact that lasts beyond ourselves.
Finally, we reap a legacy.
What does that look like?
It’s an environment where work can:

- be approached fearlessly
- be learned quickly
- be improved constantly
- be celebrated with every win
When you walk into the door as a Noble employee, you’re given a promise that your personal and professional growth is our goal.
And always supporting personal and professional growth for you.

By igniting possibilities.

Amplifying your voice.

Providing knowledge.

And always supporting personal and professional growth for you.

How is this accomplished?
That’s what we call healthy soil.

And, as you know, there are no limits to what healthy soil can produce.
What we’ve found is that investing in our people is not only our passion, but it’s also how we’ve developed a culture that focuses on others.

We give our employees what they need. Our employees give their talents, ideas and support to make the land richer and healthier.
And everyone wins!
Like all healthy ecosystems, when each element has the nutrients it needs, the land works as a unit to produce in abundance.

That’s what we call our tenets.
Our tenets are truth statements that guide our decision making. We have six.
Customers come first

We prioritize the needs of ranchers. Everything we do goes toward their betterment and success.
Culture matters

It matters because (like we’ve stated earlier) it’s our soil. And we are dedicated to building healthy soil everywhere — outside and inside Noble.
So we seek out people to hire who:

- advance this organizational culture
- demonstrate expertise
- and possess the necessary education.

In that order.
We only say “yes” when doing so is good for the rancher and for Noble. That keeps everything in balance and working smoothly.
We work with an outward mindset. What does that mean? It means we focus on how to help others instead of ourselves.

(It makes things better for us, too.
See everyone winning again? We do.)
Remarkably transparent

We go to extraordinary lengths to share information and seek input from others. When we say “remarkably transparent,” we mean it.
We move quickly on decisions that can be easily reversed and cautiously on those that cannot.

(Think of it as the perfect combination of courage and caution.)
That’s us!
As we work together toward these goals and within this culture, we keep four core values in mind. Like...
Be Noble.
This means having an open mind, positive attitude, and charitable heart.

Like our founder, Lloyd Noble.
Serve as a trusted resource.
We are individually responsible for our work, but we strive to make others successful.

And we’re willing to do the work to help them.
Steward the land.
We have a responsibility to care for the land and all that it entails, from the soil that comprises it, the animals and plants that contribute to it, and the humans that benefit and love it.

We take that responsibility seriously.
Build together.
No success happens alone. It’s through collaboration that we accomplish our goals and amplify our impact.
This is:

- how we work.
- how we operate.
- how we empower.
- our culture code.
If you like our culture, you’ll love working here.

Grow your future with us. We’ll provide the healthy soil.