


CREATE YOUR COUTH CODE

Couth (noun) - *\' küth*

 *The secret sauce of high-functioning teams.*

1. The fine art of being professionally considerate while getting stuff done.
2. The workplace equivalent of holding the door open, but for emails, deadlines, and meetings.
3. What separates the “awesome to work with” from the “constantly chased down for updates.”
4. A blend of courtesy and competence—because great teams are built on both.
5. The opposite of ghosting, deadline dodging, and vague meeting invites.

How to Have Couth (Examples)

Respond to Important Emails Within 24 Hours (Texts even Faster!)

Reply within 24 hours—even if it’s just a quick “Got it!” or “I’ll follow up by [date].”

Texts = Urgent. If a colleague or leader texts you, assume it’s time-sensitive and respond as quickly as you reasonably can (ideally within two hours). Even if you don’t have an answer yet, acknowledge it: “Got your text—working on it!”

No Data Without Context (a.k.a. Don’t Just Attach 37 Spreadsheets and Run)

If you’re sharing data, provide a summary, key takeaways, and an informed opinion. No one has time to decode raw numbers without context. Try:

“Attached is the report—key takeaway: revenue is up 12% this quarter, but customer churn increased. I recommend we look into X.” instead of “See attached.”

Own Your Deadlines

If you’re going to miss a deadline, don’t make them chase you. Give a heads-up, offer a revised timeline, and ask what they need.

Respect People’s Time in Meetings

If you’re late, let them know. If you schedule a meeting, clarify the purpose. And please—no “mystery meetings” with no agenda!

Use Clear Email Subject Lines

A subject line like “Quick Approval Needed by Friday” is 100x better than “Hey”.

Be Thoughtful About Asking for Help

Before you ask someone for something, consider: *Can I figure this out? Is this the right person? What’s the best way to ask?*

Dress with Professional Intention (Even on Zoom!)

Your clothes send a message—make sure it’s the right one. Dressing professionally doesn’t mean stiff or formal, but it does mean looking like you showed up on purpose.

Even if you’re remote, no one wants to wonder if you’re still wearing last night’s hoodie.

Couth vs. Uncouth: A Quick Guide

Couth	Uncouth
Replying to emails within 24 hours (even just "Got it!")	Letting messages sit in the abyss for days
Sending clear meeting invites with a purpose	Mystery calendar drops with no context
Giving a heads-up when missing a deadline	Hoping no one notices you're overdue
Using meaningful subject lines	"Hey" (or worse, <i>no subject at all!</i>)
Acknowledging people's time in meetings	Rambling with no clear takeaway

Worksheet: Your Team's Couth Commitments

Couth Commitment (aka "How We Roll" 🚀)	Why It Matters (aka "Because We Like to Keep It Couthful" 😎)
Example: No Mystery Meetings—we always set an agenda	Ensures meetings are productive and people know why they're there.
1.	
2.	
3.	
4.	
5.	