DEVELOP A VALUES-DRIVEN CULTURE

WORKSHEET

1. The first step is to collaboratively identify the right values for your organization.
   - You can use values cards or do an internet search for a list of corporate values.
   - In groups or individually, cut the list in half and keep cutting in half until you have a list of 4-6 must-have values.
   - Have your team reach a consensus on the most important values.
   - Ensure that the values align with your purpose statement.

What is your plan to collaboratively identify the right values for your organization?

Once you complete this values exercise, list your 4-6 agreed-upon values here.

2. The next step is to define behaviors that support your values. Here are some ideas:
   - Consider the behavior of people who demonstrate a particular value.
   - Brainstorm ideas with leaders or employee groups.
   - Gather ideas via internal social media.
   - Hold focus groups.
   - Ask "What behaviors are critical to your organization?"
   - Ask "What behaviors need to change?"

What is your plan to define behaviors that support your values?

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3. Next you need to get the word out. Here are some ideas:
   - Create a written communication plan, including who is responsible for each communication and the timing.
   - Repeat, repeat, repeat your message.
   - Integrate discussion about your values into all your team meetings.
   - Display your values in print, on your intranet, and on your social media.
   - Consider who in your organization would be most influential in spreading the word.

What is your plan to get the word out? Be specific.

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4. Develop a plan to integrate the values into your organizational processes.
   - Visionary, successful organizations spend much more time on this alignment than on crafting perfect purpose statements and value definitions.
   - Talk with your employees about your organization's core values: ask them what gets in the way of living them.
   - Identify those processes that are not aligned. Create cross-functional work groups to help.
   - Continue reviewing processes to ensure they align with your values.

How will you align your processes with your values?

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5. Holds people and yourself accountable:
   - For values to have meaning, they must be lived; they must be considered with every business and people decision that is made, even when that decision is costly or painful.
   - It takes courage to make painful decisions that honor your core values. But if you do not, employees will not trust your leadership.
   - Leaders need to model work behaviors that demonstrate their values. What can you do to improve your purpose statement?

How will you hold yourself and others accountable?

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