

Business Core Values

A Leadership Development Activity

An organization's mission and values are critical for success. While knowing where you are going is important, it is equally important to understand what values you will employ to reach your goal. All businesses need to recognize their core values and then live by them. Having the ability to stick to your core values can mean the difference between success and failure for your strategic plan—that's how important they are. Abiding by your core values helps you rule out courses of action that don't feel right or are not appropriate for the company. Values also help you recruit team members who share in the same beliefs.

When assessing your business values, grade them objectively so they reflect how you want your organization to be perceived as it goes about delivering its mission. Core values are a testament to how you do business. Remember, customer loyalty is not built on features and benefits, but on shared beliefs and values.

- 1** Have each of your team members choose the values they believe are most important to the business.
- 2** Combine the individual answers paying close attention to the values that are repeated most frequently. The repetitive values may be your core values.
- 3** Choose five (5) core values your business can stand behind even in turbulent times.

Accomplishment
Accountability
Achievement
Affiliation
Agile
Ambitious
Authority
Balance
Boldness
Caring
Collaboration
Compassion
Competent
Continuous
Improvement

Cooperation
Courage
Courteous
Creativity
Customer
Experience
Dedicated
Determination
Dignity
Discipline
Diversity
Empathetic
Employee
Development
Equality

Fairness
Family Culture
Family Owned Fun
Hard Work
Helpfulness
Honesty
Humility
Idealism Improving
Society
Innovative
Inspiring
Integrity
Kindness
Leadership

Learning Optimistic
Ownership
Partnership Passion
Persistent Proudful
Resilient Respectful
Responsible Result
Oriented
Self-Discipline
Self-Respect
Solutions Success
Teamwork
Trustworthiness
Unselfishness