Tools for SMALL Businesses

Level 3 Question 3: Do we have defined and clear values?

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| **Title** | Define Your Values |
| **Why** | Values give employees a purpose to work towards and help them achieve goals in a manner that not only benefits them but also the organization. Organization values set standards that organizations and employees can aspire too.Culture is living values. Values are written words, and your culture is how you actually live [them]. |
| **What** | Core values can be a word, a few words, or a phrase. These are the values that are most important to you and your business – your promise to customers, employees, and yourself.The Values define the behaviours you would like to see in your leaders and employees. |
| **How** | Core Values WorksheetCore Values Examples

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| Innovation | Creativity | Energy | Integrity | Positive Attitude |
| Service | Excellence | Optimism | Compassion | Humor |
| Adventurous Spirit | Proactive Thinking | Resilience | Accuracy | Attention to detail |
| Perserverance | Dependability | Loyalty | Courage | Health |
| Fun | Dedication | Passion | Education | Focus |

Use these examples to get you started on brainstorming your top core values. These are the values you stand by, the promise you make to customers, and the values you use to evaluate performance.How to Determine Your Core ValuesCore values can be a word, a few words, or a phrase. These are the values that are most important to you and your business – your promise to customers, employees, and yourself.1. Review your vision and mission.
2. Ask yourself what values are most in alignment to achieve your vision and mission? Make a list of those values.
3. What, if any, values matter to you that are not on that list? Add them.
4. Answer these questions:
	1. What do you value above making money in your company?
	2. What do you reward in your company?
	3. What do you most admire about your best team members or employees?
	4. If a customer were to describe you, what five words would you want them to use?
	5. What five things would your promise to a customer if they did work with you?
	6. What five things would you promise to an employee if they came to work for you?
5. Now what top five values continue to appear on your lists? What themes do you see?
6. When you can narrow it down to your top five values, you have completed this exercise. This may take more than a few times.
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| **Examples** | **Excellence**Committed to being outstanding at what we do and surpassing ourselvesThe quality of our products  and services reflects the  strength and heritage of  Alvotech**Teamwork**Working together and encouraging diversity and inclusionWe help each other succeed, we are a team and play as one.**Innovation**Innovative and forward thinking for our customers and business partners.Innovation is key to meeting the future needs of  patients and securinglong-term business growth**Integrity**Doing what’s right and  sticking to our commitments.Integrity is the foundation of what we do and those whom we work, live and serve can rely on us.**Accountability**Taking personal responsibility and acting with  courage when facing  challenges.We embrace our responsibilities, individually and  collectively we make  meaningful commitments. |
| **Template** | Core Values Core Value 1Text describeing the core valueCore Value 2Text describeing the core valueCore Value 3Text describeing the core valueCore Value 4Text describeing the core valueCore Value 5Text describeing the core value |