



Core Values

- Your company values already exist.
- They are buried in the operation of your company.
- Your values drive every decision.
- In small companies the primary keeper of the values is in close proximity. Values are transferred by absorption. You ask yourself the question, What would XXX do?
- As you grow, you lose the proximity to the source. The core values need to be identified and put in a form that are easy to communicate, understand, and live. Injected if you will.

Our task today is to uncover the 3-7 Core Values that define your company.

Think of and write down the name of three people, that if you could clone them, would lead your company to market domination. Preferably, they work here but it is not necessary.

- What characteristics do they embody?
- What qualities do they exemplify?
- What do they do that put them on your list?

Group and narrow the list. Look for:

- Aspirational values. Need for the future but currently lack.
- Permission to play values. The assumed social and behavior standards for employment.
- Accidental values. Have grown by accident. Could be good or bad.
- Values that set you apart, are a differentiator for the company.

Test

1. How is this value demonstrated today?
2. Would you continue to hold this value if it puts you at a competitive disadvantage?
3. Are you willing to hire and fire based on whether they fit with your company's values?
4. Will these values still be valid in 20, 30 or more years?