Culture and Core Values Exercise

**STEP ONE: Explore your core values.**

Option A. Starting with a blank page, list your core values with respect to your company.

Option B. Start by scanning the list of potential values on the following page to see which values resonate the most with you. Have fun – don’t over-think it. If you can come up with a better word than those listed, use that instead.

|  |  |  |  |
| --- | --- | --- | --- |
| Accountability  Achievement  Adventure  Advocacy  Ambition  Appreciation  Assisting  Autonomy  Balance  Being the Best  Boldness  Brilliance  Building  Challenge  Cleverness  Coaching  Community  Commitment  Collaboration  Consistency  Control  Creativity  Credibility  Curiosity  Daring  Decisiveness  Dedication  Discerning | Diversity  Educating  Efficiency  Encouraging  Endeavoring  Edifying  Energizing  Enthusiasm  Ethics  Excellence  Fairness  Facilitating  Firm  Flexibility  Freedom  Gambling  Growth  Flexibility  Happiness  Health  Honesty  Humility  Humor  Impacting  Independence  Individuality  Influence  Ingenuity  Innovation | Instructing  Intelligence  Intuition  Investing  Knowledge  Leadership  Learning  Loyalty  Mastery  Modeling  Motivation  Obedience  Observing  Optimism  Originality  Passion  Performance  Personal Development  Perfection  Persuading  Planning  Popularity  Power  Proactive  Professionalism  Punctuality  Quality  Rational  Recognition | Relationships  Reliability  Resilience  Resourcefulness  Responsibility  Responsiveness  Risk Taking  Security  Sensitivity  Self-Control  Service  Simplicity  Stability  Standardization  Success  Teamwork  Teaching  Traditionalism  Trustworthiness  Understanding  Uniqueness  Usefulness  Venture  Versatility  Victory  Vision  Wealth  Winning  Wisdom |

**STEP TWO: Make 5 Groupings**

Review the values you wrote down and create a grid like the one below, grouping the values in a way that makes sense to you. Group the values together in any way you choose - it’s completely subjective. Here’s an example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Contributing  Making a Difference  Coaching  Facilitating  Assisting | Challenge  Decisiveness  Boldness  Risk Taking | Discovering  Learning  Observing  Detecting  Discerning | Relationships  Collaboration  Uniting  Community | Being the Best  Excellence  Winning  Success |

**STEP THREE: Choose the best word to label your core value.**

Identify the one word that best represents each grouping. Again, don’t over-think it – there are no wrong or right answers. Which words seems to resonate the most with you? For example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Contributing  **Making a Difference**  Coaching  Facilitating  Assisting | Challenge  Decisiveness  **Boldness**  Risk Taking | Discovering  **Learning**  Observing  Detecting  Discerning | **Relationships**  Collaboration  Uniting  Community | Being the Best  **Excellence**  Winning  Success |

**STEP FOUR: Create a Statement**

Create a statement that reflects your intention towards your business regarding your core values. For example:

Our company seeks to **make a difference** in the lives of individuals with health challenges.

We take a **bold** approach to our market.

Our team values constant **learning** and continuous improvement.

We build strong **relationships** with each other and with our customers and suppliers so that we can provide the best possible customer service.

We provide **excellent** products and services.

Then identify specific behaviors associated with these value statements. Some companies, such as Zappos, have two sets of interviews when they are hiring new staff – one for skills and one for culture fit based on the behaviors associated with their core values.

**STEP FIVE: Behaviors Associated with Core Values**

Take 5 minutes each to brainstorm with a partner about specific behaviors associated with your core values.

SPECIFIC BEHAVIORS ASSOCIATED WITH CORE VALUES (FOR HIRING):

Example: Our team values constant learning and continuous improvement.

• Candidate demonstrates curiosity

• Candidate has actively pursued professional development opportunities

• Candidate often thinks about and suggests ways to improve existing processes