

# Identifying Core Values

Core values are foundational behaviors that make your company successful and underlie everything you do as an organization. They guide decision making, customer communication, and employee expectations. These questions are meant to help you brainstorm some core values that you feel represent your organization.

1

What are some behaviors or tenets that make your organization successful?

(e.g. Our company is **innovative**, which is how we keep up with competitors and retain our customers.)

2

Of these behaviors, which ones are essential to work for your organization?

(e.g. To work for our company, you need to be **collaborative**. Working together is how we remain efficient and develop innovative ideas.)

3

Which behaviors would your company hire, fire, and manage performance on?

(e.g. At our company, it's important to be **transparent**. If I wasn't providing enough information to a client or my team members, my manager would address it with me.)

4

By now, you should have narrowed down your list of behaviors or values. Select up to five values and define each one below. Prepare to share these definitions during the workshop.

(e.g. **Growth focused** – Striving to develop individual skills, tackle new team initiatives, and respond to industry trends.)