

## HOW TO DISCOVER YOUR ORGANIZATION'S CORE VALUES

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### DISCOVERY:



- Gather 3-9 people and list the traits of your best people. Which behaviours are core to everyone?
- Reflect on what makes you angry
- Analyze the values that have been violated in the past
- Choose no more than four
- Usually based on an attitude a team member brings to work, how they treat others on the team, and the work ethic they display

### CORE VALUES ACID TEST:



- Would you fire over repeated violations?
- Are they lived out daily, or merely 'invented'?
- Have employees who have not worked out violated at least one of them?
- Would you want your organization to live these out in 50 years?
- Would you want your children to live by them?
- Are you not willing to 'walk past' violations?

## MAKING THE CORE VALUES 'STICKY':



- Use alliteration, use an acronym, adopt company sayings already in use, tell company legends, write them on the walls, expound on them in meetings, publicly acknowledge good behavior, use them when making company decisions

### MASTER TIPS:

Make them memorable, not grammatically correct	Use them in hiring, firing and team alignment
Tell company legends reinforcing the values	People embrace what they help create
Wait 6-12 months to finalize the values	Make sure every key leader 'walks the talk'
Involve key stakeholders in the discovery process	Watch out for too boring, too numerous, or too aspirational

