



## Defining Values

**Step 1:** Create a list of values

**Step 2:** To see if your values are appropriate and relevant, answer the following for each value:

- What does this value mean to us?
  - Can you give an example of a time this value was evident in the business?
  - Does everyone agree that this is a value of our business? Please state why.
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## Structuring Values

**Step 3:** To see how these values influence your business, answer the following for each value:

- What does this value look like in our business?
  - What are the stakeholder groups that this value applies to?
  - What are the behaviours that are influenced by this value?
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## Creating Actionable Values

**Step 4:** To see how you can put these values into action, answer the following for each value:

- How are we going to implement this?
- What are the steps we need to take?
- Who needs to be involved?





## Sharing Values

**Step 5:** To see how you can share this information with all the appropriate parties, answer the following for each value:

- Who are all of the people we need to reach?
  - What information applies to which group?
  - How can we ensure that everyone feels included in the process?
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## Living our Values

**Step 6:** To see how you can live these values day-to-day, answer the following for each value:

- What did I do today that reflected our values?
- Have our values changed at all over time?
- How will our values withstand changes in the business/outside world?

### Quick Tips

Here are a few **questions to ask** the ownership group to ensure that they are living their values!

1. Are our company values available on our website?
2. Do we performance coach to our values with employees?
3. Can we point to specific instances where our values have guided us?
4. If we are evolving our values, do we have a change management process in place?

