



CREATE YOUR CULTURE

WORKBOOK

VALUES INC.

CREATE YOUR CULTURE STEPS

STEP ONE

CLARIFY YOUR VALUES

Complete Worksheets

- 1 - My Values
- 2 - Our Values
- 3 - Create Accountability Statements

STEP TWO

CREATE YOUR "MANTRA"

Complete Worksheet 4

STEP THREE

LEAD BY EXAMPLE - TEST THE VALUES

Lead By Example!

Distribute the values to your team and for 30-60 days ask them to "beep" you when you've violated a value

STEP FOUR

SYSTEMIZE & INTERNALIZE

Gather Feedback from the Team

- Crystallize your values
- Create systems for how you will review values daily

STEP FIVE

MEASURE YOUR PERFORMANCE

Survey Your Team and Customers on a Regular Basis to Find Out How You're Doing
Commit to improve

STEP SIX

CULTIVATE THE CULTURE

Keep the Commitment and Add Some Fun in the Process!
(See Cultivate Culture Idea Sheet)

Below is a list of commonly-held values that you can use as a starting point when developing your personal or company code of values. Review each one with care, reflecting on which values strike a chord with you. Of those values, what are some situations that stand out in your mind in which those values were apparent (or absent)?

Adaptability	Ethics	Peace
Achievement	Fairness	Positive Spirit
Accountability	Faith	Power
Advancement	Family/Friends	Prestige
Adventure	Focus	Profit
Attentiveness	Forgiveness	Productivity
Authority	Friendship	Purpose
Balance (work + home)	Harmony	Quality
Being the best	Honesty	Recognition
Belonging	Humor/Fun	Relationships
Breathing Space	Improvement	Relaxation
Caring	Independence	Reliability
Caution	Influence	Resilience
Challenge	Information	Respect/Valuing
Collegiality	Initiative	Responsibility
Comfort	Innovation	Results
Commitment	Integrity	Reverence
Communication	Intelligence	Risk Taking
Community	Involvement	Safety
Compassion	Knowledge	Service
Competition	Leadership	Socializing
Confidence	Learning, <i>Formal</i>	Spirituality
Contribution	Learning, <i>Informal</i>	Stamina
Control	Listening	Status
Cooperation	Location	Success
Creativity	Long-Term View	Teamwork
Customer Satisfaction	Love	Territory
Dignity	Loyalty	Tolerance
Discontent	Making a Difference	Tradition
Discretionary Time	Meetings	Trust
Diversity	Money	Unity
Empathy	Opportunities	Vacations
Energy	Organizational	Variety
Enthusiasm	Growth	Wealth
Entrepreneurship	Partnering	Wisdom
Environmental Awareness		

List of commonly-held values used by permission: Copyright by Robert K. Cooper, PhD., Advanced Excellence Systems LLC; 734-332-3475; 877-709-9775; email: rkc@acs7.com or Cooper@RobertKCooper.com; Website: www.RobertKCooper.com



1. Individually, answer the questions below, and place the answers in the left hand column.
2. As a group, look for duplicates and words that have a similar meaning and choose one.
3. Ask yourself, "Are we ready to let these values guide our daily decisions"?"
4. Circle the words that you feel are the most important to you and to your organization –write them in the right hand column. You may want to use a thesaurus to look for synonyms that fit better (*TIP: No less than 4, no more than 10.*)

What values do our customers say they like most about our organization?

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What values do our colleagues and employees say they like most about our organization?

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What do you feel are our best values?

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What values do you like best about our most successful colleague(s)?

- | | |
|---|---|
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CHOOSE THE VALUES THAT ARE THE MOST IMPORTANT TO YOU AND CREATE SPECIFIC BEHAVIORS

See examples below:

- Deliver on our commitments each and every time
- Never think that we are indispensable
- Involve others to multiply our effectiveness
- Sales or Quality or Innovation is everyone's job
- Through effective collaboration we can achieve our goals
- Promote and encourage creative solutions
- Always do what we say we will do
- Act ethically, treat people fairly, and communicate properly
- Do the right thing
- Exemplify honesty with everyone we encounter
- Take measured risks, celebrate our successes and learn from our mistakes
- Challenge the status quo
- Adhere to the highest standards of business ethics and understand that anything less is unacceptable
- Acknowledge and celebrate exemplary performance
- Treat each other fairly, with dignity and respect
- Embrace accountability and be part of the solution
- Always look for new and better ways to do our work
- See transformation as an opportunity, not a threat
- Do things right, every day, to provide quality solutions to our customers' unique needs
- Assume personal responsibility for quality
- Act with fiscal responsibility for our customers
- Strive for superior quality in our products, services, and the way you deal with associates, customers, and suppliers
- Effectively share information
- Always look for new and better ways to do our work
- Celebrate successes and learn from our mistakes
- Commit to continuous improvement
- Treat customers as if each is a member of our family
- Delight customers with solutions to their problems
- Anticipate situations and be proactive

VALUES

ACCOUNTABILITY STATEMENTS

- Example: Respect
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- Example: Treat others as we would like to be treated
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Create an easy to memorize mantra/acronym that consolidates your values/accountability statements.

REFLECTIONS

Is there a word that is key to who you are and what you do?

For example:

S - SERVICE

E - EXCELLENCE

R - RESPECT

V - VISION

E - ENTHUSIASM

R - RESPECT

A - ACCOUNTABILITY

I - INTEGRITY

S - SERVICE

E - EXCELLENCE

Creating an affirmation statement to use before your mantra is also beneficial:

We live our code of values by...
We believe serving is the key to success...

STEP
THREE

LEAD BY EXAMPLE - TEST THE VALUES

Lead By Example! Before publicizing or formalizing these words as your final core values, distribute the values to your team and for 30-60 days ask them to "beep" you when you've violated a value. After this time of hyper-awareness you will begin to see if the values you selected are truly valued by the organization and its leadership for the long term.

STEP
FOUR

SYSTEMIZE & INTERNALIZE

Gather Feedback from the Team

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STEP FIVE

MEASURE YOUR PERFORMANCE

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CULTIVATE CULTURE IDEAS

CREATE PROMOTIONAL PRODUCTS WITH VALUES

Posters, wristbands, t-shirts, etc.

HANG CODE OF VALUES IN TEAM ROOM OR MEETING SPACE

The Code of Values posters should be posted in your team room, meeting space, or in your front office area. This will send the message that the Code of Values is important to you. Remember the things you make important will be important to your team as well.

MEMORIZE THE CODE OF VALUES AND BE ABLE TO RECITE THEM TO YOUR TEAM

You must 'practice what you preach'. If you expect your team to memorize the Code of Values you should learn the Code of Values yourself and be able to recite them to your team.

ALLOW ASSOCIATES TO EARN SHIRTS AND CERTIFICATES BY MEMORIZING AND RECITING THE CODE OF VALUES

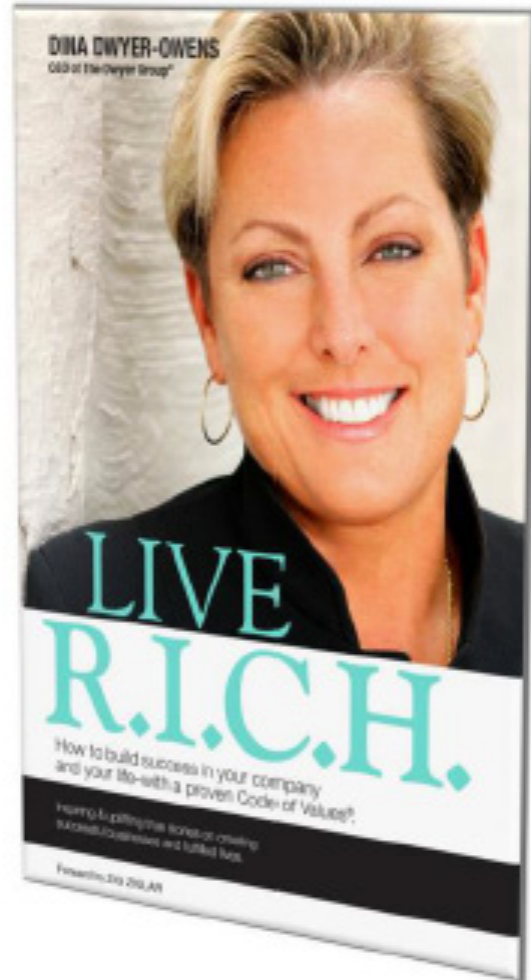
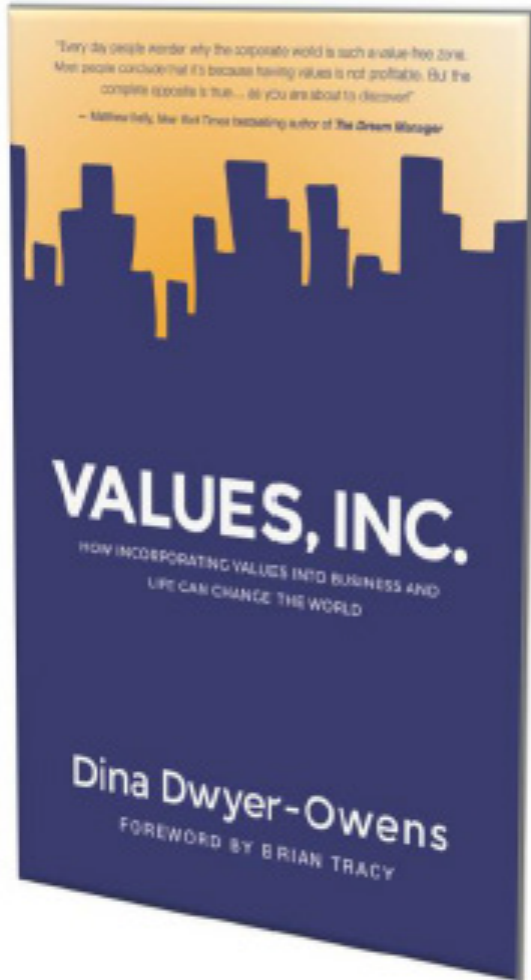
Give your team members the opportunity to earn recognition items by reciting the Code of Values to you from memory. Most team members prefer to recite them one on one. You could offer a cash prize for a team member that will recite the Code of Values in front of the team. Once you have a team member that has memorized the Code of Values, give them a logo's t-shirt or achievement certificate.

SET UP A VALUES AWARD SYSTEM

It is important that you keep the momentum of values going beyond the memorization of the Code of Values. Allow your team members to nominate other team members for a values award. Set up a box or email system to collect the nominations.

ESTABLISH A PRIZE FOR AWARD WINNERS

Select monthly award winners and establish fun prizes. It doesn't need to be big but it should be special. Make sure everyone knows the prize and how to earn it.



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