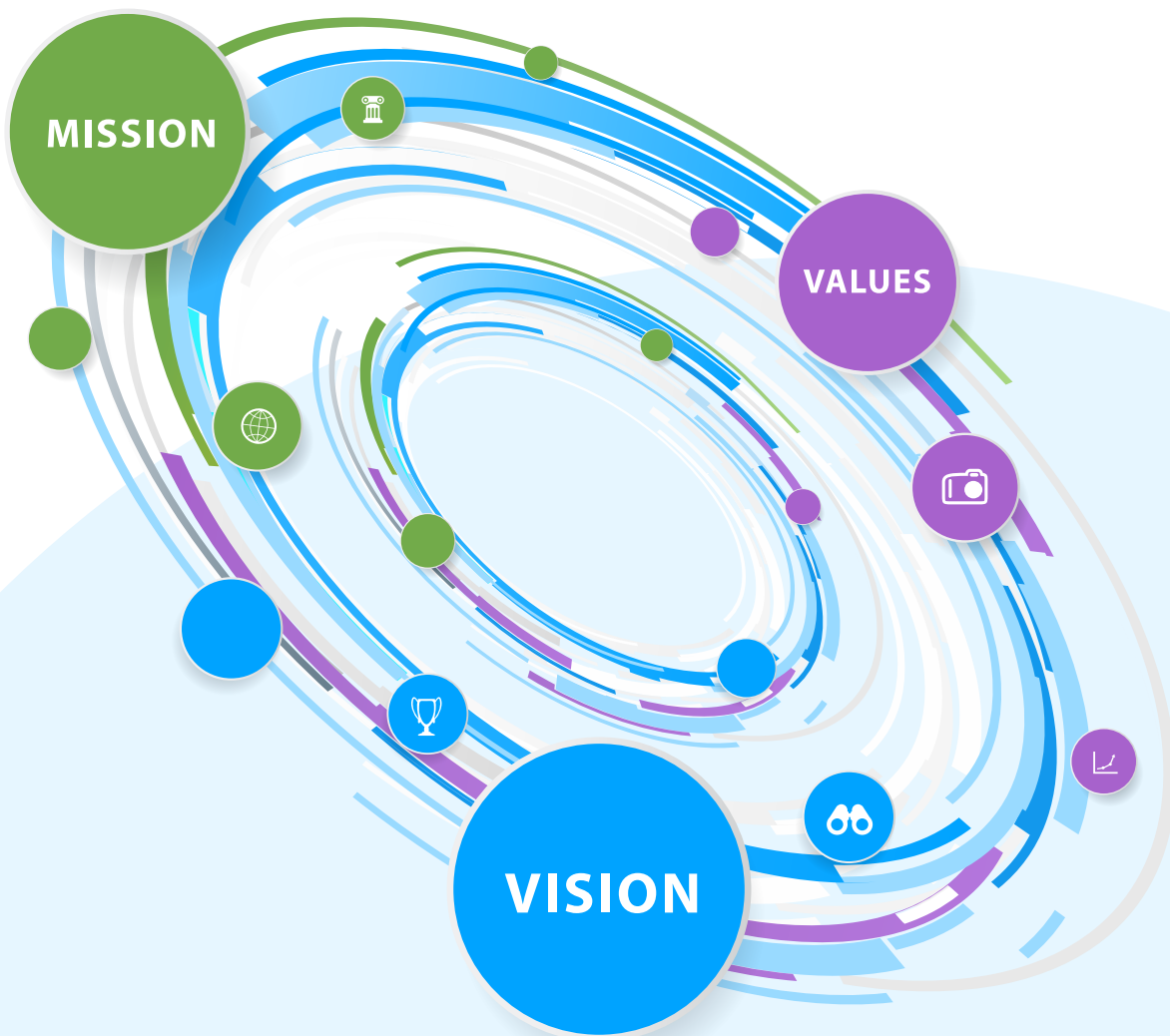




motivosity

Create Company Values that Drive Impact and Enrich Culture





Company values also drive consumer loyalty.

[63% of consumers](#) want to purchase from brands that have a purpose that aligns with their own values.

Company values might be the most overlooked but shockingly critical keys to success. Infiltrating nearly every area of the business, company values can help drive behavior, productivity, culture, employee satisfaction, and so much more.

Company values drive higher employee engagement.

Employees want to work for companies that have similar values. It's no surprise why—[82% of U.S. workers](#) say that they want to work at a company where the culture and values align with their own principles and standards. When personal and business values align, everyone can show up authentically at work. Plus, when employees know the company's values, they're more engaged in their work. At least [65% of employees](#) who know the business's core values are also highly engaged.

Company values drive recruiting and retention efforts.

New hires look to company values to help them navigate job offers. More than [20% of prospective employees](#) say that a company's values and culture have the most influence on their decision to accept a potential job offer. And when those values don't align, employees resign. At least [55% of employees](#) say they would quit their jobs if the company's culture does not align with their own personal values.

Company values drive business value.

When companies have a high sense of purpose, they [increase in value by 175% over a 12-year period](#) (compared to the typical 86% median growth rate). And leaders agree—[92% of CEOs and CFOs](#) say improving the company's corporate culture would improve the value of the company.

Company values drive productivity and profitability.

[More than 50% of CEOs and CFOs](#) say corporate culture influences productivity and profitability. When everyone knows what the business stands for, aligns with a similar mission and vision, and works together to achieve those goals, everyone is more productive, and business revenue increases. Data suggests that when companies have a strong culture—based on company values—they see a [4x increase in revenue growth](#).

The case for better mission statements:

More than 90% of businesses with well-defined mission statements achieve profit goals that meet or surpass their industry's average.

63% of employees feel motivated when their business has a well-defined mission statement compared to just 31% of employees that work for businesses without well-defined mission statements.

65% of employees say they feel passion for their work when their business has a strong mission statement compared to just 32% of employees that work for businesses without strong mission statements.

How to Build Better Company Values

Convinced that company values matter? Now it's time to craft your own. Follow this roadmap and you'll be on your way to a strong, value-based culture.

Start with your company mission and vision statements.

First, to figure out what company values your business should highlight, look to your company mission and vision statements. These can call attention to specific ways your business already functions, what it stands for, and the kind of company it strives to be. If you don't have mission or vision statements, drafting those first can help you create and understand your company values better.

Brainstorm possible company values.

Next, it's time to brainstorm possible company values. In this step, pull in other stakeholders that can help you identify the values that are most important to the business. Use your mission and vision statements as starting points, but don't forget to look outside to the values your business already lives by without a formal company mandate.



Pro tip: Consider using the practice of 'brainwriting'. This process involves asking participants in your brainstorm group to individually write down their ideas about company values. Next, each member of the group passes their ideas to another participant who can then build on those ideas. Continue this process for however many rounds equals the number of participants in the meeting. This can help surface ideas that might not have been shared in a traditional verbal brainstorm.

At Motivosity, we looked at our customers with the highest eNPS scores (+50 and above, which is considered Excellent) to see if there were trends in company values. We found that those with the highest eNPS scores had values in five different categories:

1. Authenticity and Integrity
2. Customer Focus and Service
3. Community and Teamwork
4. Innovation and Growth
5. Positive and Supportive Environment

Within each category, five company values surfaced as the most popular:

Authenticity and Integrity

1. Authenticity
2. Integrity
3. Trustworthiness
4. Honesty
5. Transparency

Innovation and Growth

16. Relentless Optimization
17. Innovation
18. Growth
19. Excellence and Growth
20. Continuous Improvement

Customer Focus and Service

6. Elevate Every Experience
7. Fastest Response Times
8. Solutions
9. Customer Advocacy
10. Excellent Member Service

Positive and Supportive Environment

21. Bring Good Vibes
22. Fun
23. Encouragement
24. Love and Inclusion
25. Passion and Gratitude

Community and Teamwork

11. Community
12. Teamwork
13. Collaboration
14. Think Bigger
15. Professionalism

The final outcome: companies with high eNPS scores value psychological safety, service mindsets, and internal collaboration.

Pick the right number of company values.

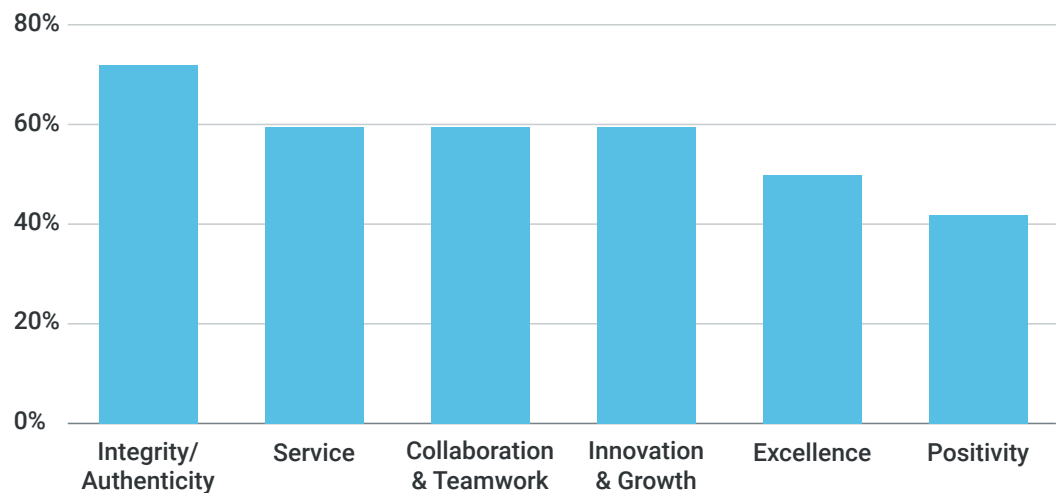
Too many businesses make the mistake of selecting a long list of company values. While more might be better in some situations, when it comes to company values, too many can create confusion, misalignment, and a distracted workforce.

The right number of company values? No more than 8 is best practice, but keeping your total to 5 can be even better for everyone at the business.

At Motivosity, we looked at our customers with the highest eNPS scores (+50 and above, which is considered Excellent), and found that the top most common company values included:

1. Integrity/Authenticity
2. Service
3. Collaboration and teamwork
4. Innovation and Growth
5. Excellence
6. Positivity

Most common company values.



Keep the value name short and easy to understand.

After you've selected the total number of company values, it's time to give each value a memorable name. This is another area where businesses can get in their own way or make mistakes. It's imperative that you keep each value name short and easy to understand.

Follow these guidelines as you write out your final value names:

- Use a 1 - 3 word name or phrase.
- If you choose a one word name, include a short description to help everyone understand the purpose behind the value.
- Make sure each name or phrase is easy to remember.

Example:

One Word + Description

Teamwork

We work as a team, no matter what.

Commitment

We only commit to what we can reasonably do.

Innovation

Everything we do should fuel innovation.

Short Phrase

Prioritize effective collaboration.

Always follow through.

Stay passionate about innovation.



Use your company values to create a better company culture.

Once your business has settled on 5 - 8 company values, it's time to socialize those values and integrate them into the company culture. While this is an ongoing effort, there are a few key areas that can help your business truly incorporate your newly crafted company values.

Because company values drive the behavior and the priorities of the business, they can help establish the identity of the entire company. But most businesses struggle to get employees to internalize the values. Here are three ways to ensure company values get added into company culture in the right way:

1. Communicate your company values to everyone in the business.

Company values should be part of your brand. From job descriptions to onboarding to company all hands meetings and more—company values should stand out as the pillars of the business. Consider reiterating company values as they relate to each area of the business—especially areas where HR can embed them into the employee experience. Consider the following phases of the employee journey with the business where company values fit right in:

➔ Job descriptions

As you draft new job descriptions, market your company values. Make it clear you're looking for employees who embody those values and can live by their standards. If possible, align the goals of the role to the company values.

➔ Onboarding

Make sure your company values are embedded in your onboarding program. This should include an introduction to each value, why it's important to your business, how the business strives to live up to the value, and how employees can embody that value in their daily work.

➔ Goal setting

As employees integrate into their new roles and set 30, 60, and 90-day goals, use the company values as a guideline. Where possible, assign goals that align to those values to reiterate how important each value is to the business. For tenured employees, annual goal setting should follow a similar process.

➔ Performance reviews

Whether your performance reviews follow a quarterly, bi-annual, or annual process, using company values to structure performance reviews can help embed those values into the culture of the business. Consider using the values as possible areas to rank employee engagement. Company values can also serve as a prioritization rubric to help narrow down areas of focus in performance review conversations.

➔ Employee satisfaction and engagement surveys

Use employee surveys as a way to gauge how successful your company values have been in impacting the culture of the business. Add in questions to satisfaction and engagement surveys to see how well employees feel the business lives up to company values, how well their peers live up to company values, and how well company values are integrated into goal setting, the culture, and more.

➔ Company all-hands meetings

Don't forget to include company values in the most public format where leadership and HR teams address the entire workforce—your company all-hands meetings. Highlight employees who live up to the company values and the ways the business is upholding each value with specific examples.



2. Use positive reinforcement to motivate employees to live each value.

Encourage employees to live by company values by infusing each value into your rewards and recognition program. To do this, structure your recognition program around the company values and recognize employees who embody those values. When leaders highlight employees who work to uphold those values, their peers can see how important those values are to the business. This can help embed company values into the culture of the business.

For an even greater impact, add company values to your peer-to-peer recognition program. It's one thing to have a leader recognize employees who live up to a specific company value, but it's even more critical when other peers recognize the good work of their colleagues. With everyone looking for ways to recognize their colleagues in the ways they represent the company values, the entire culture is impacted.

When peers can recognize peers for living up to or representing company values, they're socializing the company values in an authentic, genuine way. And when that peer-to-peer recognition is publicly recognized, those values are socialized across the org. With this approach, everyone sees examples of employees living the values, helping them learn how to live them, too.



3. Use company values to help align leaders and executives on culture.

Company values shouldn't just infiltrate onboarding, rewards, and performance reviews, they should be fully integrated into the way leaders and executives drive the business. This starts with their own goal setting, the goals for the organization, and in targeted manager training for anyone who has direct reports.

Add company values into your company's standardized 1:1 templates. Use the values to direct the conversation, set goals, and check in on how satisfied each employee is in their role and with the business.

Your Company Values—Worksheets to Help You Determine Your Company Values

1. Start with your company mission and vision statements.

Write out your company mission and vision statements. If your business doesn't have mission or vision statements, drafting those first can help you understand your company values.

Use the [worksheet](#) below to help:



Company Mission Statement:



Company Vision Statement:

2. Brainstorm possible company values.

Next, get together with some of your coworkers and company leadership to brainstorm a list of potential company values. Each person should write down 5 ideas. Draw on your mission and vision statements and any other company values that you've already established.

Use the worksheet below to help:



Company Values Brainstorm:

Write down 5 company values that you think align with the company's mission and vision.

1. _____
2. _____
3. _____
4. _____
5. _____

3. Narrow the brainstorming list down!

Now that you've brainstormed a comprehensive list of potential values. Work together to whittle it down to the recommended number of 5-8 values. Consider categorizing your values first to see which values are similar and can be combined. Then, give each category a name (which can be the same name as one of the values in the category). Pare down that list to 5-8 value clusters and move to step 4.

Use the worksheet below to help:



Categorize Your List of Company Values:

Category 1: _____

Values: _____

Category 2: _____

Values: _____

Category 3: _____

Values: _____

Category 4: _____

Values: _____

Category 5: _____

Values: _____

Category 6: _____

Values: _____

Category 7: _____

Values: _____

Category 8: _____

Values: _____

4. Make each value name memorable.

Now it's time to move forward with either a one-word + description value format or a short phrase value format. By keeping the value names short and memorable, they'll be easier to remember and integrate into employee conversations and the culture.

Remember to follow these guidelines for your final value names:

- Use a 1 - 3 word name or phrase.
- If you choose a one-word name, include a short description to help everyone understand the purpose behind the value.
- Make sure each name or phrase is easy to remember.

Use the worksheet below to help:

One Word + Description

Short Phrase

Value name: _____
Value description: _____

Value phrase: _____

Value name: _____
Value description: _____

Value phrase: _____

Value name: _____
Value description: _____

Value phrase: _____

Value name: _____
Value description: _____

Value phrase: _____

Create a More Positive & Connected Company Culture with Motivosity.

Amplify the power of your company values with Motivosity, the employee experience platform that helps you create and foster connected, winning cultures. With Motivosity, you can make your employees' experience at work more meaningful, get real-time insights into employee engagement, help managers create the right habits focused on employees, and build a community of connection and gratitude with peer-to-peer recognition.

Find out more about Motivosity

Watch a Demo



"Thank you so much!"



👍 Like

💬 Comment

💰 Add a Buck



1 on 1 with Kevin is starting soon.

A Note from Our CEO.

Company values are such an important part of company culture precisely because they DEFINE the culture. Henri Tajfel articulated this as part of his work on Social Identity Theory in the 70's - people wish to maintain a positive social identity with 'their group'. How this group identifies becomes a strong motivator for conforming behavior. The stronger the group's identity, the stronger the pull toward behaviors that identify the group.

When values become actual attributes of the 'in-group' employees want to be part of, the company has a strong culture. When values are just ordinary desirable characteristics, the company doesn't get a culture boost from its values. The more unique the values, the better.

For example, companies often cite 'integrity' or 'honesty' as a company value. But these are not unique company values, they are table stakes of professional behavior. Integrity is expected at virtually every company. Integrity doesn't create a group affinity among the employees. How would they even know who the dishonest alternate group is anyway? Having 'integrity' as a company value probably won't inspire culture because it's just a good behavior everyone should do.

A better example of a value would be something like 'Innovation'. A company that values innovation among its employees might ask potential hires how they've challenged the status quo or invented new processes or products. A company that values innovation might require employees to devote a certain amount of time per week toward the improvement of standard processes and procedures - they might even offer bonuses or awards based on employee contributions toward innovative work.

This brings me to another key concept about values - they should cost the company something. Unique values don't come free. Real authentic values should cost you qualified job candidates who don't align with the values you're looking for. Real authentic values should cost you productivity as you allocate resources toward promoting whatever kind of behavior adherence to certain values requires. Just saying something is a value isn't strong enough. Companies should place a value on their values by how they hire and how they incentivize the behavior - and sometimes that isn't the easiest or most comfortable way to operate.

Bottom line, your culture matters and your values power your culture. Now is the best time to make the right changes to strengthen it. You might lose some talent, you might upset some of the existing base, but you'll also gain some stronger talent that is more enthusiastic about your company than you've previously experienced.



Scott Johnson
CEO at Motivosity