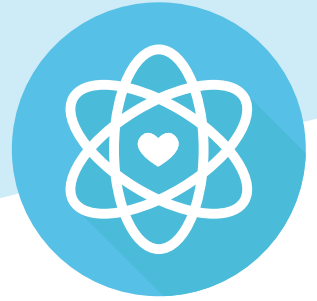


Your Company Values

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: _____
