



Establishing Core Values

Core values are the pillars of your identity. They guide how your organization thinks and how it behaves. Your values are your DNA and reflect how you do business. Values are the unique concepts that support your vision, mission and decision-making processes within the organization. Core values should be set to make the best qualities in team members even better. This guide should help you determine if your values inspire your team, or, are words just written on the wall and if so, how to fix that.

Core values should:

- Be visible in every aspect of your operations
- Bring out the best in your team and something they can live out every day
- Explain how you operate
- Evoke action
- Be specific
- Be memorable
- Express your beliefs and opinions
- Something you hire *and* fire for

Answer these questions:

Think about the people involved in our organization that you most admire. What about them inspires you? What kind of outcomes do they generate and how do they do it?

- What are the key qualities every employee and volunteer must possess—no matter their position at (your organization)?
- What drives our business decisions?
- What are the fundamentals we're not willing to compromise on?
- What is our work ethic?
- What are the best things we do at (your organization) and how do we do them?
- What are the commonalities among the team that unifies us?
- What will help guide us when we are facing a difficult decision?

Be seen. Be heard. Be creative.