BUSINESS BLUEPRINT TO
DEVELOP YOUR CORE VALUES

ConnectedHR

START WITH A VERB

Your core values should start with a verb. Verbs add meaning and action to your core values.

For example, if you want your employees to act with empathy, use the term "Embrace Empathy."

GET EMPLOYEES INVOLVED

Vet your core values through your employees. Make sure your employees embody your core values.

Start with a question or statement and hold feedback groups to alter your values as needed.

USE CATCH PHRASES

Catch phrases are great to incorporate because they capture and embody what makes you special

Try to craft your values in short and sweet statements.

DESCRIBE EACH VALUE

Your descriptions should help with the expectations for each of your core values.

Write 3-5 sentence descriptions for each of your core values to provide more clarity

DON'T CREATE A CULT

Don't adhere to your core values so closely that your develop a cult in the process.

Find a balance between new ideas, perspective, and rules of engagement.

You did it! Congratulations!

Read more at connected-hr.com!
Give us a call today at 440-876-0040 to start developing your core values.