

Developing Core Values – Worksheet

1. Think of your best 3 team members. What is it about them that you love?
2. Write down their names and the specific traits (or values) that they embody in the table below.

Team Member Name	Key Traits or Values
<i>Example: Sasha</i>	<i>Puts people at ease, humorous, passionate about products</i>

3. Now transfer 3 – 5 of these values below and qualify each of them using the criteria:
 - ▶ Do you HIRE people based on it?
 - ▶ Do you FIRE people based on it?
 - ▶ Will you take a FINANCIAL HIT to protect IT?

Value	Hire (Y/N)	Fire (Y/N)	Take a Hit (Y/N)
1.			
2.			
3.			
4.			
5.			

4. Take 1 value and shape it into a soundbite phrase or statement. Make sure it is both meaningful and easy to grasp/ explain.

Repeat this process with your management team to establish 3 – 5 core values. Have a few runs at it before including key staff in the process to get their thoughts and suggestions.