

# Company Core Values Assessment

Now, more than ever, a company's core values must be more than words on your walls or website. Explicit company values drive positive behaviors, serve as guideposts informing all decisions, and help all employees navigate challenging times. The following assessment will help you determine if it's time to define, re-engineer, or more deeply embed core values into your organization.

## PART 1: Identifying and articulating your core values

Our organization has core values that are clearly defined.

YES      SOMEWHAT      NO

Our core values are memorable and distinct. They reflect our organization's personality and who we are when we are at our best.

YES      SOMEWHAT      NO

Our core values describe the mindsets and behaviors that we expect from our employees.

YES      SOMEWHAT      NO

Our core values align with our organization's purpose and who we aspire to be.

YES      SOMEWHAT      NO

Our core values are action-oriented. They clearly define how our employees should interact with each other, our customers, suppliers, and others.

YES      SOMEWHAT      NO

Our core values are relevant to all levels and geographical regions within the organization.

YES      SOMEWHAT      NO

## PART 2: Ensuring leaders, managers, and employees model and encourage values-driven behaviors

Our leaders regularly model our core values and encourage our employees to do the same.

YES      SOMEWHAT      NO

Managers and leaders within all levels and geographies understand what actions and behaviors are expected of them and how those are aligned to our core values.

YES      SOMEWHAT      NO

Most of our employees can recite our core values from memory and explain what they mean.

YES      SOMEWHAT      NO

Most employees can articulate how our core values show up in their day-to-day roles and how they show up with their team members, customers, suppliers, and others.

YES      SOMEWHAT      NO

continued →

### **PART 3: Actively promoting core values and keeping them top-of-mind**

Our core values are regularly communicated and visibly displayed throughout our workplace, websites, and intranet sites.

**YES**    **SOMEWHAT**    **NO**

Our values are represented using unique visual icons and images that are quickly and easily recognized by our employees.

**YES**    **SOMEWHAT**    **NO**

Our values are visible in how we show up in our relationships with our colleagues, our customers, and other stakeholders.

**YES**    **SOMEWHAT**    **NO**

We frequently deploy "culture campaigns" that spotlight a particular core value.

**YES**    **SOMEWHAT**    **NO**

We recognize and reward employees for demonstrating our core values and behaviors.

**YES**    **SOMEWHAT**    **NO**

### **PART 4: Embedding values throughout business processes, practices, and tools**

Our values inform our decision making at the leadership level.

**YES**    **SOMEWHAT**    **NO**

Our values show up in the language we regularly use when speaking about company plans and initiatives.

**YES**    **SOMEWHAT**    **NO**

Our core values strongly influence our annual performance evaluations and the way we think about talent.

**YES**    **SOMEWHAT**    **NO**

During challenging times, values come up frequently in conversation and serve as a "north star" to help us navigate the next steps.

**YES**    **SOMEWHAT**    **NO**

### **YOUR ORGANIZATION'S SCORE:**

#### **Scoring Key:**

Each Yes = 2 pts

Each Somewhat = 1 pt

Each No = 0 pts

See the following page to understand your organization's score

# Interpreting your organization's score

Reflect on your score. Pay attention to patterns; e.g., if you mostly answered "somewhat" or "no" in part 3, you may want to consider developing a communication campaign centered around your company values. Refer to the summaries below to understand your values diagnosis and your recommended next steps based on your most frequently provided response.



**Score of 0-10**

## Growth opportunity

There may be a disconnect between stated core values and how they show up in the workplace. Now is a good time to consider whether the current values are still a good fit for how the organization actually operates and what it aspires to achieve – especially as business and economic landscapes continue to change rapidly. Remember that to achieve a healthy culture, an organization needs clearly defined, memorable, actionable, purpose-aligned values as well as mechanisms to embed those values into everything the organization does.



**Score of 11-27**

## Room for improvement

Your organization's core values are probably well on their way to being consistently visible, understood, and actionable. As you think about how you can continue to develop a values-driven culture, look through your answers to see if there are any identifiable patterns in your "no" responses. For example, perhaps your values are being effectively shared and communicated, but some of the language used has become outdated and is no longer aligned with your evolving culture. Talk to your team about rethinking or simply refreshing your core values as you consider the next steps.



**Score of 28-38**

## Values-driven culture

Your core values are most likely clearly defined and actionable. Over time, they have been tested and proven to provide a strong foundation for how your organization operates, including how all employees make decisions and show up each day. Capitalize on these strengths by putting some time and attention into initiatives and communication plans that showcase your values, and think about how you can shore up any potential weak spots you've identified.

This assessment is intended to provide a brief snapshot of how well your company's values are positively influencing your culture. [Contact us](#) today for a customized assessment and check out our [Values Navigator™](#) cards to begin refreshing and strengthening your values.



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