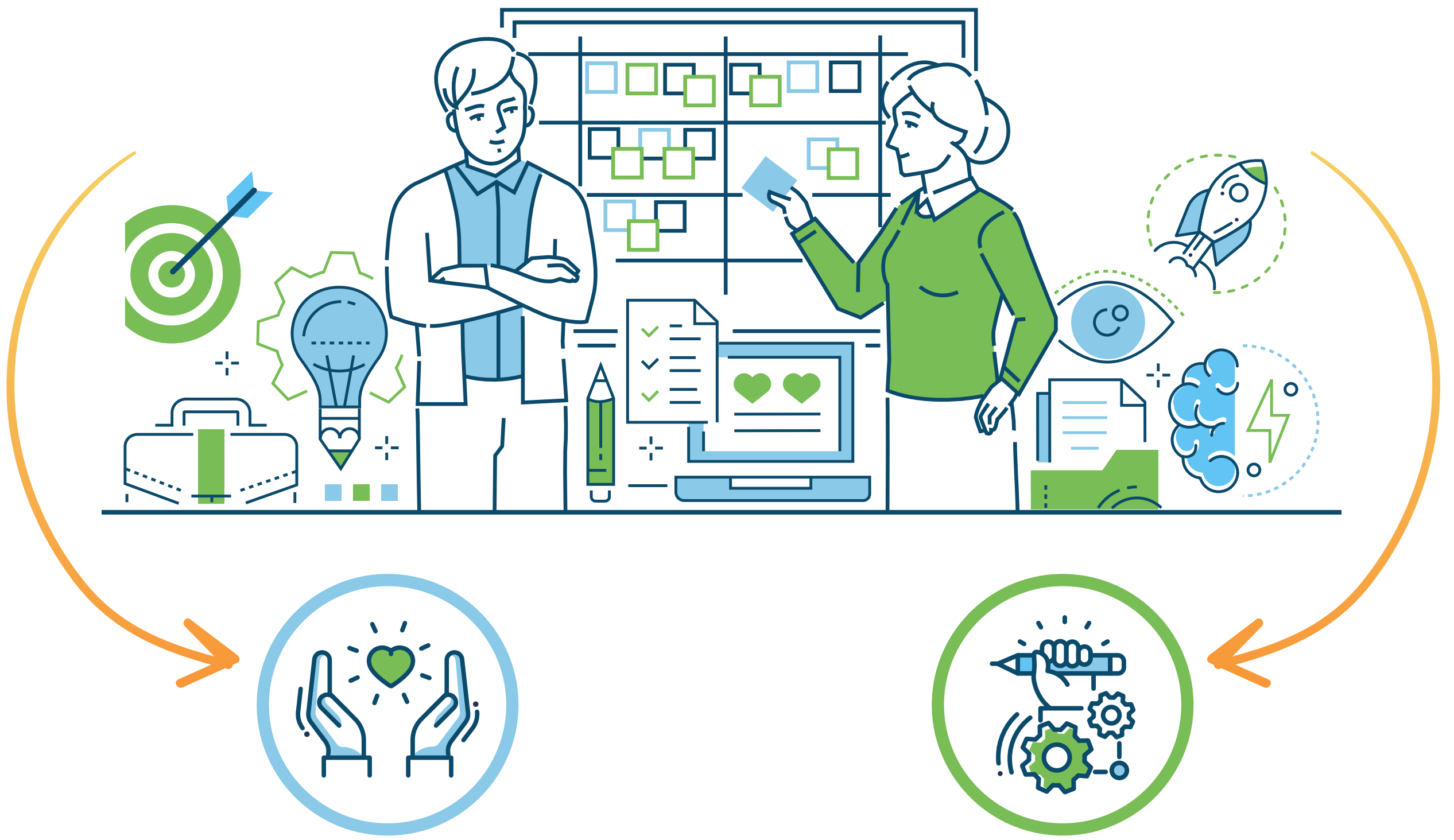


What makes effective core values?



WHAT YOU COMMIT TO

Values should be clearly defined, memorable, actionable, and purpose-aligned.

Clearly defined

These are the commitments that define your character.

Memorable

Your values should be distinct. Use visuals and words that reflect your personality when you're at your best.

Action-oriented

Your values aren't just ideals. They need to include clearly defined behaviors that inform how your employees show up every day with each other, customers, suppliers, and the world.

Aligned with company purpose

Your values should characterize the commitments that are essential to achieving your highest aspirations.



HOW YOU PUT THOSE VALUES TO WORK

Your values should be embedded in all that you do.

Leadership

must regularly model the core values and encourage employees to do the same.

Managers

need to understand what behaviors are expected, how those align to your values, and how to apply them when coaching or giving feedback and recognition to their teams.

Business decisions

should be made using the values as a guidepost to inform the strategic direction of the organization.

Talent programs

must embed your values both in their design and implementation.

Communications

should regularly highlight your core values in action.