

The Values Statement

CHEAT SHEET

Presented by OnStrategy

What are **Values Statements**?



Your core values define how you want the people in your organization to behave.

Together with your mission statement and vision statement, they are a foundational part of your organizational structure. They articulate the underlying beliefs and purpose that each member of your organization is committed to embodying.

Tips on Core Values



Keep Your List to 5-7 Core Values

Keeping the list short ensures that the values you choose will be memorable and authoritative.



Create Phrases, Not Paragraphs

Concise statements are better than lengthy descriptions of desired behaviors.



Make Values Specific, Not Generic

Although it should be brief enough to be memorable, a core value needs to be specific enough to be actionable.

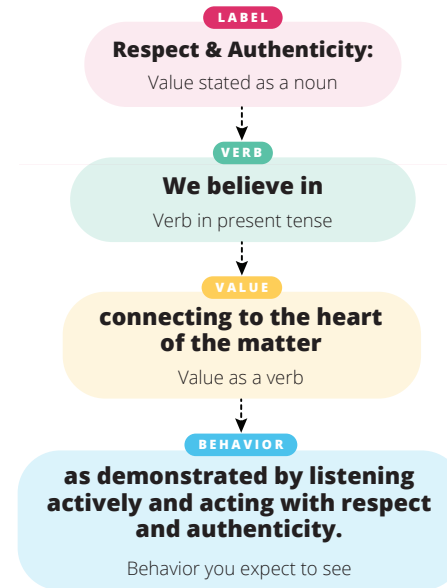


If It's In Your Mission, Don't Repeat It

Though there might be some overlap in language, try not to repeat content unnecessarily. Each of these foundational elements must be unique to be effective and appreciated, so avoid redundancy whenever possible.

How to Write a Values Statement

Respect & Authenticity: *We believe in connecting to the heart of the matter as demonstrated by listening actively and acting with respect and authenticity.*



Core Values Answer these Questions:

- ✓ What key non-negotiables are critical to the success of the company?
- ✓ What guiding principles are core to how we operate in this organization?
- ✓ What behaviors do you expect to see from the team?
- ✓ What are you willing to stand by, even if it costs clients or revenue?

4 Types of Values

Patrick Lencioni identified four different types of organizational values. Don't use these values interchangeably. **Instead, we recommend focusing on core values.**

Core Values

They express values that the organization is not willing to compromise, regardless of financial or other motive.

Core values are cornerstones of an organization's culture. They also embody something distinctive about the organization—so that without them, an organization cannot maintain its unique value.

Aspirational Values

Aspirational values identify qualities and principles that the organization does not have, but wants.

These are values that you are currently lacking but you aspire to attain. They could be set by the company to help implement new strategy or meet changing circumstances.

Behavioral Values

These behavioral values simply state the minimum expected behavior of any employee.

This is a layer of core values that is usually not given much attention because they tend to be the same across industries and organizations.

Accidental Values

Sometimes common interests and culture among organization members become solidified as values.

These values often occur in the "early days" of an organization. This can create unity, but if confused with core values, can also breed stagnation.