

# Values

The values statement shows customers, employees, and everyone else what your business stands for. It works in concert with the vision and mission statements to help guide your business.

You'd be surprised how much this process speeds the decision-making process across your business, even including hiring decisions.

After you complete the lesson titled, "What's a Values Statement" complete the questions below.

These are the same Values Statements from the lesson. Label each statement with the company's name.

- Climate action; sustainable sourcing; better, less, no plastic; equitable value chain; zero chronic toxins; B-corp.

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- 100% profits to kids; quality will always trump the bottom line.

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- We are guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational success, and long-term thinking.

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**Start a Conversation:** Share these value statements with someone else. Start a conversation about how you imagine the leadership team uses the values statement to make decisions.

# Values: Your Turn

Now, it's your turn. What values guide your business? These values should touch all areas of decision-making, including hiring decisions.

Use these questions to help guide you:

- What do we stand for?
- What behaviors are non-negotiable?
- How will we conduct our actions to achieve our mission and vision?
- How do we treat members of our own organization and community?

Use the space below to brainstorm and draft your own values statement. It doesn't need to be perfect, so just dig in.



Once you have a version you feel good about, share it with your friends or family. How does it feel to say it out loud, to others?