LIFTOFF LEADERSHIP™

✓ Checklist

Organizational Values

Fundamental to the strength and sustainability of any endeavor or entity is the identification of its core values. Organizational values are the foundation for building a strong and resilient company. Organizational values drive meaning, purpose and human potential.

To have a value driven organization, start with an inclusive process where employees, customers, leadership and Board members give input into identifying the core beliefs and foundational values of the organization.

With small companies this is fairly simple and you can do it yourself with the list below. For large organizations, a great source of consulting guidance for assessing the culture and implementing values comes from Barrett Values Centre: **www.valuescentre.com**.

Identifying Organizational Values: THE PROCESS

START by asking identified stakeholders these three questions:

1. Why do you (and others) work here?
2. What keeps customers loyal?
3. What makes this organization thrive?

NEXT have participants *pick 10 values* that they think best describe the organization. Out of the 10, have them *identify the top five*.

AGGREGATE the top five organizational values.

SHARE those with participants and leadership for discussion and agreement.

COMMUNICATE the results to all stakeholders and through all PR and marketing channels.

INTEGRATE into job descriptions, new hire interviews, performance appraisals, leadership training and development and strategic planning. Make the values visible and hold each other accountable to the fundamental values and associated behaviors.

Organizational Values

Before identifying values, ask yourself these questions

1. Why do you (and others) work here?

2. What keeps customers loyal?

3. What makes this organization thrive?

Please Circle 10 that you think best describe the organization. Out of the 10, identify the top five.

accountable	fun	respectful	resilient	profitable
altruistic	customer centered	superior product/ service	risk taking	employee and customer well-being
action oriented	service to others	efficient	driven	
work life balance	kind	reliable	creative	diversity
leading edge	confident	flexible	confident	excellence
courageous	change the world	cooperative	results driven	Other *(if there are words to describe the company culture not listed please add here)*:
disciplined	hopeful	maximize shareholder value	safe & secure	
persevering	intelligent	transparent	challenging	
innovative	dedicated	dependable	excellent leadership	_____
creative	scientific	stable	generosity	_____
trustworthy	faith		ethical	_____
honest				

Comments:

*My picks for the top five values
of this organization:*

_____   _____

_____   _____

_____