Organizational Core Values

What Are Core Values?

Core values are the guiding light in every decision that every member of your organization makes, from the CEO to your most junior employee.

How Do We Use Core Values?

Hiring and Firing

Vendor Relationships

Investors

Strategic Decisions

Guide Team Member Decisions

Examples of Weak Core Values

- Integrity
- Innovation
- Teamwork
- Customer Focus
- Excellence
- Respect
- Sustainability
- Leadership
- Passion

Keep Core Values Front & Center

Shout Outs

Imagery

Newsletter

Company Meetings

Verbal Reminders

Thank you!

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