

Using AI to Generate Core Values



ChiefAIOfficer.com

1 Reach out to your team and generate a list with the following:

- 20 things they love most about the company
- 10 possible reasons why a person could get fired from the company

2 Enter the list in a Notepad and save it as .txt.

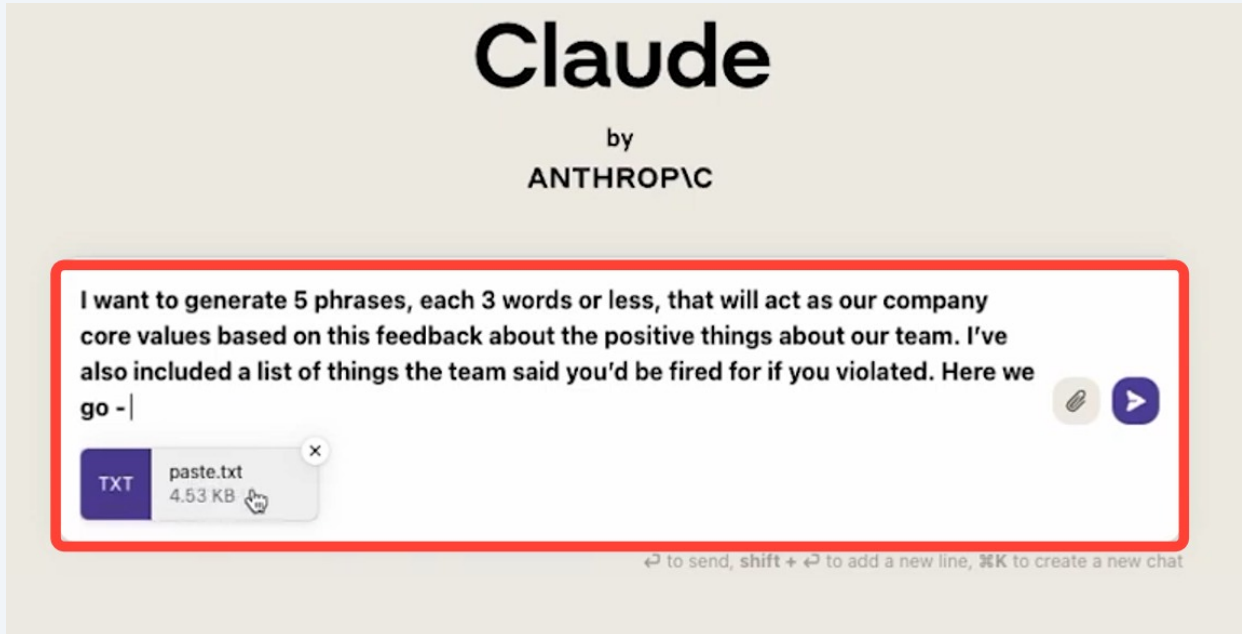
3 Navigate to <https://claude.ai/>.

4

In the message field, enter the following prompt:

"I want to generate 5 phrases, each 3 words or less, that will act as our company core values based on this feedback about the positive things about our team. I've also included a list of things the team said you'd be fired for if you violated. Here we go."

Attach the file that contains the team's feedback.



5

To generate emotionally-grappling core values, enter the following prompt:

"Excellent. Now our workplace is a mix of different people. What if you were to write those core values as if they were written by a blend of {first well-known individual who exemplifies the voice of the company} and {second well-known individual who exemplifies the voice of the company}."

Here are 5 suggested 3-word core value phrases based on the positive feedback:

1. Trust and transparency
2. Creativity rewarded
3. Achieve together
4. Balance matters
5. Care for people

The key themes I extracted were open communication, collaboration, creativity, work-life balance, and respect. The "you're fired" list highlights unethical behavior, rigid thinking, and actions that harm team cohesion. My goal was to create simple but meaningful core values that capture the team's spirit and aspirational culture. Please let me know if you would like me to modify or expand on any of these suggested phrases. I'm happy to keep refining them to best reflect your ideals.

AI

Copy Retry

Excellent. Now our workplace is a mix of different people. What if you were to write those core values as if they were written by a blend of Richard Branson and Taylor Swift?



6

As needed, enter the following prompt to consolidate the core values into 3 words:

"Great, but now let's keep each core value to no more than 3 words."

Excellent. Now our workplace is a mix of different people. What if you were to write those core values as if they were written by a blend of Richard Branson and Taylor Swift?

GM

Here is my attempt at re-writing the core values in the style of Richard Branson and Taylor Swift:

1. Trustworthy as a cat, transparent as glass.
2. Let your creative juices flow like wine at a party.
3. Come together, right now, over shared ambitions.
4. Balance is a dance, don't forget to dance.
5. People over profits, listen with your heart.

I tried to incorporate some playful language and metaphors that I imagine Branson and Swift might use. The core ideas remain the same, but I aimed for a more approachable, conversational tone. Please let me know if this styling hits the mark or if you'd like me to take another pass at it! I'm open to tweaking the wording to get that perfect blend of business maverick and pop star perspectives.

AI

Copy Retry

Great, but now let's keep each core value to no more than 3 words

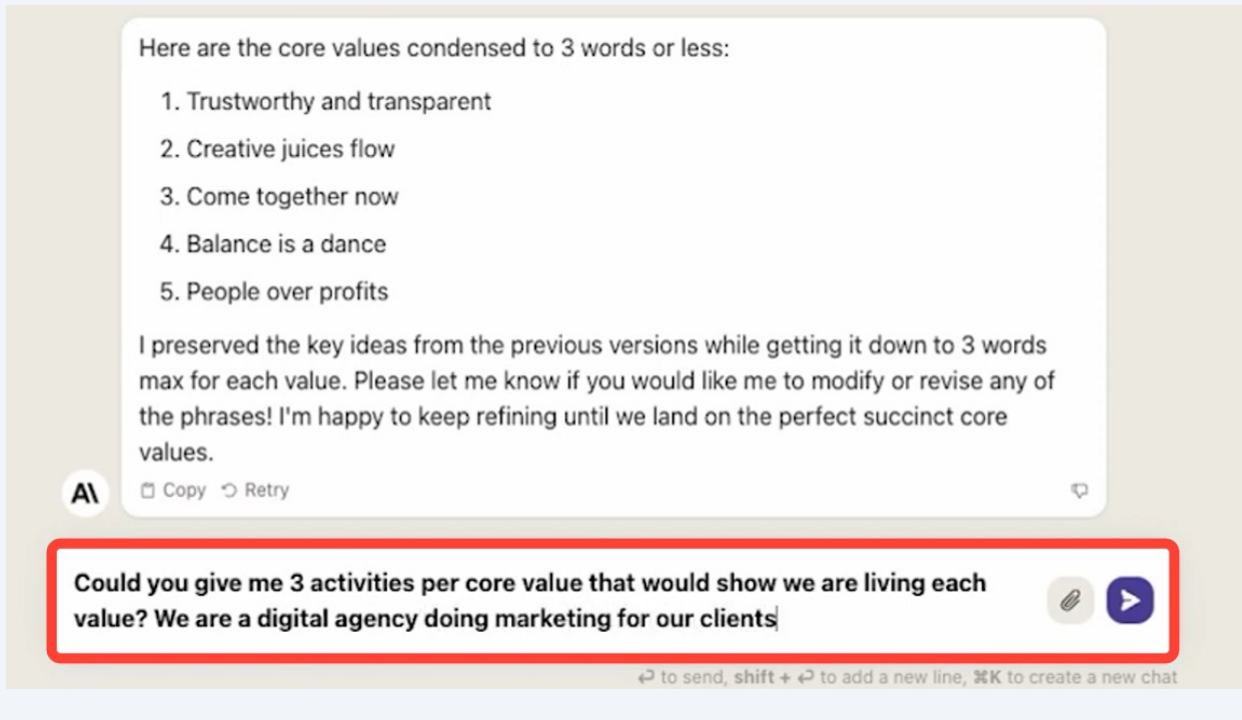


↵ to send, shift + ↵ to add a new line, ⌘K to create a new chat

7

To generate ideas on how each of the core values will manifest in the company, enter the following prompt:

"Could you give me 3 activities per core value that would show we are living each value? We are {short company description}."



8

Use the ChatGPT output for internal use to further demonstrate the core values.

