

## **What are your company's values?**

### **What is the purpose of this article?**

Outline a list of questions to help discuss what the purpose of company values are and what should be the values.

### **What are values?**

Values are the rules by which people make decisions about what they should or should not do.

Further reading:

Values, morals, and ethics <http://koorandassociates.org/values-morals-and-ethics/>

### **Questions to consider**

- 1) How do the board of directors, C-Suite, and every employee use your company values to guide decision making and behaviour?
- 2) How do your company values compare to the U.S. army values? <http://koorandassociates.org/further-reading/values-u-s-army/>
- 3) How do your stakeholders (e.g. employees, customers, suppliers, partners, community and society) perceive your company values?
- 4) How do your company values impact employee hiring and retention?
- 5) How do your company values impact customer recommendations any buying actions?

### **Your next steps**

- 1) Survey your stakeholders to see how they perceive your company values. Determine the actions and behaviours which result in those stakeholder perceptions.
- 2) Compare the stakeholder perceptions to the documented values.
- 3) What are the gaps?
- 4) What are the implications of the gaps?
- 5) What is the impact of addressing some or all of the gaps?

### **Further Reading**

Why are values, morals, and ethics important? <http://koorandassociates.org/values-morals-and-ethics/why-are-values-morals-and-ethics-important/>

How to assess director and CEO candidates regarding values, morals, and ethics

<http://koorandassociates.org/values-morals-and-ethics/how-to-assess-director-and-ceo-candidates-regarding-values-morals-and-ethics/>