

# THE EXTRA POINT

BY JERRY ROBERTS



## # 378 Core Values – Who’s Buying In?

Today we’ll talk about those company core values, as well as employee buy-in. Do employees buy in? I’m Jerry Roberts and we’ll get to that, next on The Extra Point.

Frankly, the whole idea of coming up with a list of core values is confusing for most people. They start searching the Internet for examples, make a big list of other peoples’ values, choose a handful of them, tweak them a bit and call them their own.

A value statement can be one word, or a phrase or sentence that explains what your company thinks should be important to your customers, employees, residents of Guam and the world. It’s personal so the organizational leaders should take care and craft it carefully. When you come up with a list of these values, it should reflect how people in the company operate, how they treat each other, treat customers, and vendors.

Your list of values can be as few as one and maybe as many as 5, 10, or more. Employees should be able to read them and say, “Yeah, that’s who we are.” Unfortunately, most workers can’t recite their employer’s core values because they don’t resonate with them so they haven’t stuck. Core values, if done right, just become a part of you. People feel them. People live them. Customers see the values posted on the wall and say, “That’s exactly who they are.”

Here’s a few examples taken from core value statements of some major companies:

- “Treat your customers like human beings.” – L.L Bean
- “Listen to all ideas.” – Intel
- “Be Remarkable.” – Apto
- “No child is denied treatment.” – St. Jude Children’s Hospital

- “No fine print: We are completely transparent and honest — with our customers and with each other.” — Affirm
- “Connect the world’s professionals.” – LinkedIn
- “If you take care of your employees, they will take care of the clients.” – Virgin Airlines
- “We do the right thing. Period.” – Uber

If you want to make your own core values list, assemble your team and explain what you want to do, and that you want their help to identify what they feel the company represents. You might be surprised at what they have to say. Simple questions you can ask are:

- What do we feel is important?
- What is unique about working here?
- What do our customers say about us?

Copy everybody’s contributions onto index cards and sort them into groups like “customer relations”...“teamwork”...“vision”... and so forth. Ideas that are repeated more than once indicate greater emphasis and should receive higher consideration. Then select the best values from each category and ask yourself a single question: “Does this list accurately represent who we are?”

If they don’t, you have more work to do. If the values do reflect your organizational culture, then work to get everyone to embrace them, finding ways to factor each into their everyday job activities. Make them real for your workers, so they can tell others about them, with pride.

That’s The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I’m Jerry Roberts.

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