



The Guide to Bringing Corporate Values to Life

Making Values Live and Breathe in the Workplace

Honest. Hard working. Innovative. Reliable. Consistent. Imaginative. Creative. Genuine. Involved. Empathetic. Environment-first. Quality service.

These are typical examples of core values that many organisations have, and they are representative of the statements you might expect to read on within your corporate handbook.

While most organisations claim to have core values in one form or another, finding examples where the values are integral to the company and truly lived throughout the organisation can be more challenging, especially when speaking to SMEs. A 2016 study found just 23% of U.S. employees strongly agree that they can apply their organisation's values to their work every day and only 27% strongly agree that they "believe in" their organisation's values (Gallup).

Despite this, the evidence is clear that when core values are deeply integrated into an organisation, companies see many benefits.

What follows in this document is a series of ideas and recommendations on how to create a values-driven organisation in which core values provide a lens through recruitment is guided, operational decisions are made, and culture is shaped.

This eBook starts with an assumption that you have already created and defined your corporate values; if this isn't the case, close this document and return once you have done so.

STEP ONE

MAKE THE VALUES VISIBLE

To make values feel real to employees, it is essential that employees can at least recall the values when asked. As obvious as this may seem, it's often not the case; a 2018 survey of 2000 British workers found that half of them cannot recite their company's values. (*HR News*)

When values are hidden away in corporate handbooks or buried in the About Us page of a website, employees quickly forget them and see them as nothing more than empty platitudes.

One method of combating this is to make them visible in the workplace with signage, art, or posters. These prominent displays serve as a regular reminder to your team that the values are most than just a management idea to be ignored. They are front and centre in the way that the business operates.

"It's important to have your values as visible as possible. We recruit according to our values; our social media management clients have to agree to work within our values before we'll work with them; they are written giant on our office wall! You cannot get away from our values!"

Mark Saxby, Status Social



STEP TWO

HIRE BASED ON VALUES FIT

Establishing a values-driven culture amongst the workforce should begin right at the very start of their engagement with your company. That isn't their first day in the job; it means the very first interaction with the company should make it clear how values-driven the organisation is.

Start by integrating the values into your job adverts and job descriptions. Show prospective employees that your company takes these values seriously and set the expectation early about what kind of culture they will be joining. You might lose some applicants at this stage, but that's fine... they weren't values fit to begin with!

"With the right people, culture, and values, you can accomplish great things."

Tricia Griffith, The Progressive Corporation

Top Tip

Write two or three interview questions related to each of your values.

Ask one question per value in your hiring interviews to ensure you are able to assess a potential employees "values fit" as well as their skills and competencies.



RECOGNISING VALUES ACTION PLAN [EXAMPLE]

DATE: 01/01/2020

DEPT: Yeovil ENT Clinic

MANAGER: D. Donaldson

VALUE	INTERVIEW QUESTIONS
1. <i>Working together for patients</i>	<i>Can you give an example of a time when you've exhibited team working in order to achieve better patient outcomes?</i>
2. <i>Respect and dignity</i>	<i>What is your understanding of respect and dignity? How do you demonstrate respect and dignity?</i>
3. <i>Commitment to quality of care</i>	<i>How do you encourage a culture of continuous improvement?</i>
4. <i>Compassion</i>	<i>Tell me about a time when you feel that your communication skills made a difference to the situation</i>
5. <i>Improving lives</i>	<i>How do you ensure the customer is always at the forefront of what you do?</i>
6. <i>Everyone counts</i>	<i>Give me an example of a time when you had many demands placed on you. How did you meet the needs of your customers, colleagues and managers?</i>

RECOGNISING VALUES ACTION PLAN

DATE:

DEPT:

MANAGER:

VALUE	INTERVIEW QUESTIONS
1.	
2.	
3.	
4.	
5.	
6.	

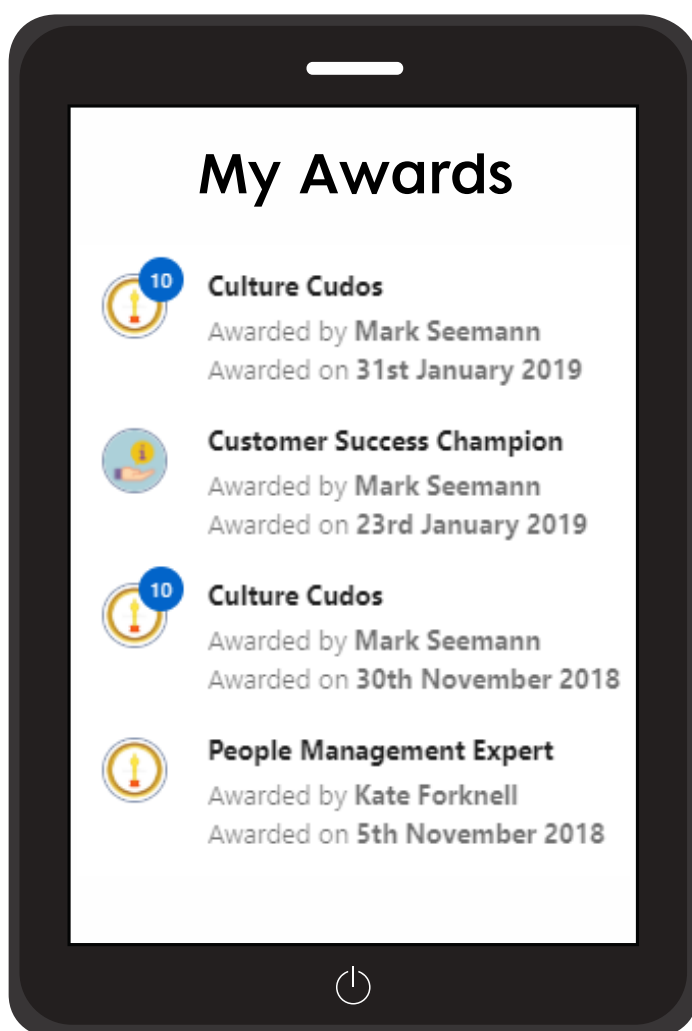
STEP THREE

REWARD AND RECOGNISE VALUES

It's time to scrap Employee of the Month awards and replace them with employee recognition schemes that champion team members who exhibit a particular value: values champions.

Your values champion awards can be handed out on a timeline that suits you (e.g. monthly, quarterly, etc) but make sure you have a system in place to capture examples of people exhibiting your values. If you plan to present an award at the end of March, will you remember the fantastic work someone did in January without capturing it?

You can further embed your values by allowing staff to nominate peers for their awards. Using a digitised solution, such as **StaffCircle's employee communications mobile app**, you can provide workers with an app through which they can select a colleague and thank them for exhibiting a value. At the end of each awarding period, you can easily collate all of the awards given and crown each of the values champions.



Top Tip

Name an award after each of your values (e.g. Customer Success Crown)

Use a regular team meeting to announce the winner of each award.

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VALUES

1. <i>Working together for patients</i>	2. <i>Respect and dignity</i>	3. <i>Commitment to quality of care</i>
4. <i>Compassion</i>	5. <i>Improving lives</i>	6. <i>Everyone counts</i>

VALUES CHAMPIONS: AWARD NAMES

1. <i>Top Team Player</i>	2. <i>Dignity Dignitary</i>
3. <i>Quality Queen/King</i>	4. <i>Compassion Champion</i>
4. <i>Improvement Tsar</i>	6. <i>Inclusivity Icon</i>

VALUES SPEECH

Our workplace is a place full of caring people who care for those in need of care. We work hard to provide our patients with the respect and dignity that they deserve. We recognise that team work equals dreamwork and when we all support one another and demonstrate our values, patient outcomes improve and the Yeovil ENT clinic is a wonderful place to work.

RECOGNISING VALUES PLANNING TEMPLATE

DATE:

DEPT:

MANAGER:

VALUES

1.

2.

3.

4.

5.

6.

VALUES CHAMPIONS: AWARD NAMES

VALUES SPEECH



Perform.
Reward.
Recognise.



Bring your corporate values to life and unify your team with a workforce communications and performance management platform designed with non-desk workers in mind.



BOOK A DEMO