

VALUES AND GUIDING PRINCIPALS

WORKSHEET | 40 MINUTES

This page drives or contributes to many areas of your business outreach.

B Guiding Principles, what business must always be (self-evident & objective). These will never change overtime, no matter what. They are the backbone of what makes the business tick. Principles govern how the business behaves and interact in various situations, often with a firm and consistent stance. Share these with your staff and ensure they are followed.

How do these get used? Principles are often a reference point in determining goals and values, while also helping to outline a staff/business mantra that does not change. Limit to 15.

Example: Forward thinking, industry leading, unsurpassed expertise, full transparency.

1		9	
2		10	
3		11	
4		12	
5		13	
6		14	
7		15	
8			

C Core Values, what we want our business to be (internal & subjective).

These are fluid and often change as time passes depending on how opinions change as they relate to ideas or issues. These may be swayed or influenced by certain conditions or the state of the industry and may change as the environment demands, or needs change.

How do these get used? Values are often the mantra that is used when looking at all key contact methods with customers.

Example: We have an undying need to please all customers regardless of the issue they present being fully transparent. Note "fully transparent" is one of the guiding principles that can never falter, but the unyielding need to please all customers may change based on the market and industry. Need more space, turn over the page and keep going!



GOOD TO KNOW

These set the stage for many other areas of your business which define a clear direction!