



Determining Your Company's Values

Values are the essence of a company's identity – its beliefs and practices. They serve as the core of a company's culture and brand.

Use this worksheet to discuss with your team their thoughts, ideas and action items as they relate to your business and its values.

1. *Imagine the Values you would *most desire* your company culture to embody:*

- What experience do you want your customers to receive from your team?
- What experience do you want your staff to have working with your customers?
- What do you want your staff and customers to see as the value of our industry?
- What do you want your staff and customers to see as the value of our industry?
- Would WE LEAD, WE DELIVER, WE PROTECT have a role in strengthening your values, culture and brand?

2. *What is the *reality* of the values your company actually lives on a daily basis?*

- What do your customers think your company values are today?
- What does your staff think your values are today?
- How do you define your company's values and culture?
- What are the commonalities between your view and that of your staff and customers?
- What are the differences between your view and that of your staff and customers?

3. *How can I move my company from where it is perceived today to where I want it to be with the engagement of my people?* Working with your team, gather the following information:

- Identify the values our customers find most important?
- Identify the values our staff find most important?
- Make a list of the common values shared by our customers and our team.
- Engage in internal discussions:

For more information – <http://www.alta.org/values>



- How those values affect the business and the customers?
- How do the values identified align with WE LEAD, WE DELIVER, WE PROTECT?
- What values might we considering adding to WE LEAD, WE DELIVER, WE PROTECT that would make them more relevant to our customers and our company?
- How can we be sure/make it easier for do deliver the experience we believe our customers want?

4. Based on the above, identify a draft set of values

- Have a small team sit with a handful of your customers to determine if the draft set of values resonate, and understand why or why not.
- Review the results with the full team

5. Refine/adjust to finalize your company's values, reevaluate after about a year.