7 Steps to Dynamic Growth

The Foundation of Your Organization – Core Values

Episode #2 (of 7)

Lesson Notes

Welcome back to day 2 of our Values Driven Growth eCourse.

This is Curt Fowler, President of Fowler & Company and I am so excited you are back with us. We are going to cover some things today that will make a dramatic difference in your business.

In yesterday's lesson we learned how core values, core purpose and disciplined action can dramatically improve the results of your business. In fact, we learned how these core principles can help you out perform your competition by 15x.

Today, we are going to start learning the how!

Systemically Plan & Execute. To do that, you've got to have a process.

I want to give you a brief overview of our Values Driven Execution Process (see slide)

After you've done your assessments, your strategy must start with the Core. That core is your Core Values and Core Purpose.

Core Values and Core Purpose are the foundation that great companies are built on. You may think you don't have the time to work on such things, but becoming a fast growth company without them is bound for failure.

Let's look at the building blocks of an excellent organization. (see slide)

Let's start with Core Values. – Two great examples of values driven organizations are Southwest Airlines and Zappos.

Now, let's talk about the core values of your organization. If you have core values in place, run each of your core values through this checklist one by one (see slide for checklist). If one of your core values fails any of these tests, it is not a true core value. Throw it out.

If you are starting from scratch or if your current core values failed the above tests, here is how to discover or re-discover the core values of your business.

What are we are searching for are the shared core values of your business or non-profit. Therefore, we must start with the core values of the people that make up your organization. Ask everyone in your organization to anonymously submit 4 to 5 core values that they live by, or want to live by. Ask them to use one word and a short phrase to define each value.

Condense the responses to a list of less than 10 values. Ask your leadership team to compare those core values to the characteristics of your absolutely best people. Does the list of core values define your best people? Next, apply the checklist from the last slide. Do all the core values make the cut?

If they do, send the list out to the entire team for feedback. If the core values are right, they will resonate with the great majority of your team. Note: You cannot make everyone happy in this process.

If the team agrees, you are done. If not, repeat the process.

Now, you've got your core values! Congratulations! Print them up, get them framed, hang them on the wall, put them on the website and… they will be useless… unless…

You put them in practice. (see slide)

Once you've put your values into practice as we've suggested they will become a living, breathing part of your organization.

Thanks so much for your time as we discussed building the core values of your organization. Tomorrow's lesson will focus on Core Purpose. Once you've got your purpose and values in place, you will be ready to start looking ahead and planning the future of your organization. See you tomorrow!