



CEEK a Better Way®



Defining and Sustaining a Values-Based Culture

ACTIVITY 1 – VALUES

Core values represent the shared ideals that differentiate an organization in how it serves clients, colleagues, and the community. CEEK encourages different parts of an organization to build their own distinct culture in a manner that is consistent with the broader organization and its values. This may mean building on or clarifying the application of core values that have already been defined by the organization. Regardless of where you reside in an organization, the following list offers suggestions to help you collaborate within your team to define the foundation of an Intentional Culture Plan.

1. Collectively Brainstorm a Preliminary List of Candidate Values

- Option 1 – Survey the team with open-ended questions such as:
 - What does our team do well in service to our clients, colleagues, and community?
 - How can or should we do better in service to our clients, colleagues, and community?
 - Highlight all words or concepts that express a value statement.
- Option 2 – Survey the team with a List of Common Values:
 - See page 2 for an example list.
 - Ask each team member to select five values that resonate with what they believe does, or should, differentiate the team in service to clients, colleagues, and the community.

2. Group and Refine Similar Candidate Values and Facilitate Discussion

- From Step 1, select the most prevalent values as candidates for consideration (typically 10-20).
- Schedule and facilitate a team discussion to agree on the general intent of each value.
- Group similar values, keeping notes on related values that have been combined.

3. Categorize Values as Right-To-Play, Core, and Aspirational

- Share definitions of the three types of values and ask all team members to categorize.
- Share results and determine consensus on those that are a right-to-play versus those that may differentiate the organization as a core or aspirational value.

4. Vote to Select Final Set of Core Values to Differentiate

- Distribute to the team the refined list of candidate values (typically 6-12 core and aspirational).
- Ask team members to vote on the top three they believe will differentiate the team.
- Share the survey results and determine whether to adopt the top 3, 4, or 5 values based on the distribution of voting results. CEEK recommends 3-5 core values.

5. Draft a Brief Description of Each of the Core Values

- Referencing notes from the team discussion, define each core value capturing the essence and intent of the value. Include language of similar values that were grouped together.
- List and define any values designated as right-to-play, defining the clear expectations associated with each (e.g., honesty – we do not lie, cheat, or steal).
- Distribute to the team for feedback and comments. Refine or edit as appropriate and finalize.



Values to Consider

___ Accomplishment	___ Equality	___ Ownership
___ Accountability	___ Excellence	___ Passion
___ Adaptability	___ Excitement	___ Peace
___ Advancement/Promotion	___ Expertise	___ Personal Growth
___ Adventure	___ Exploration	___ Physical Challenge
___ Affection (love/caring)	___ Fairness	___ Pleasure
___ Artistic Expression	___ Family	___ Privacy
___ Athletics	___ Fast-paced Work	___ Prosperity
___ Autonomy	___ Fighting for a Cause	___ Public Service
___ Balance	___ Financial Security	___ Quality
___ Beauty	___ Freedom	___ Quality Relationships
___ Challenge	___ Friendship	___ Relationships
___ Challenging Problems	___ Fun	___ Respect
___ Change	___ Giving	___ Responsibility
___ Close Relationships	___ Growth	___ Risk Taking
___ Collaboration	___ Harmony	___ Safety
___ Comfort	___ Health	___ Security
___ Commitment	___ Helping Other People	___ Self-esteem/Confidence
___ Community	___ Honesty	___ Self-expression
___ Competence	___ Humor	___ Self-respect
___ Competition	___ Independence	___ Serenity
___ Consistency	___ Innovation	___ Service Excellence
___ Contributing	___ Integrity	___ Solitude
___ Cooperation	___ Intellectual Stimulation	___ Spirituality
___ Courage	___ Involvement	___ Stability
___ Creativity	___ Job Tranquility	___ Stimulation
___ Culture	___ Joy	___ Teamwork
___ Curiosity	___ Knowledge	___ Time Freedom
___ Decisiveness	___ Leadership	___ Tranquility/stability
___ Democracy	___ Learning	___ Trust
___ Dependability	___ Location	___ Truth
___ Diversity	___ Love	___ Using Intuition
___ Education	___ Loyalty	___ Variety
___ Effectiveness	___ Mastery	___ Wisdom
___ Efficiency	___ Meaningful Work	___ Working Alone
___ Empowerment	___ Nature	___ Working with Others
___ Environment	___ Open-Mindedness	

Email info@ceekllc.com for further guidance or support to develop your *Intentional Culture Plan*.