

# Cheat Sheet: Create Company Values Your Employees Will Remember

Company values aren't just words—they **shape behaviour, guide decisions, and define your culture**.

## 1. Identify Core Principles

- Reflect your **mission, vision, and purpose**
- Choose **3–5 key values** for clarity
- Ensure they **resonate across all levels**

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## 2. Make Values Actionable

- Define **behaviors that reflect each value**
- Avoid vague statements—be **specific and relatable**
- Example: *Integrity* = “Always communicate openly and honestly.”

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## 3. Communicate & Reinforce

- Share values in **onboarding, meetings, and internal communications**
- Recognize employees who **embody values in action**
- Embed values into **performance reviews and decision-making**

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## 4. Embed into Daily Work

- Integrate values into **policies, processes, and team rituals**
- Encourage teams to **apply values in everyday decisions**
- Make them **visible and actionable, not just decorative**

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### Pro Tip:

Consistency + Visibility + Recognition = **Memorable, living company values**

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### Quick Reminder:

When employees **see values in action**, they **understand, embrace, and embody them**—building a stronger, more aligned culture.