

🌟 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**

⚡ Quick Reminder:

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