

# CHEAT SHEET: VALUES & CONVICTIONS

## Why?

If growing your company entails employing more staff then having a “moral rule book” is important. You want your staff to be equipped to make the right decision that may impact on the personality of the business. In addition you want them to have the certainty of knowing they are acting correctly. If it is just you in the business the same applies. This is the moral compass of the business and will facilitate a more productive and aligned environment within your business.

## What is a values & convictions statement

Have you raised a child? Would you like your child to have similar or better values than you? How much effort will you put in to ensure that the values you install in them at a young age stay forever? Your business is your child. And when these values get tested, (and they will), how committed are they to upholding them? Values and convictions become the personality of your child, as do they for your business.

## How to create yours

Start off with the right mindset: This is not about creating a wish list, it is a discovery process! And as a business owner you are likely to be in the best position to already know what they are for the business. The easiest way to get them out of your head is to gather the team and start a sticky note exercise. Get everyone to write on as many notes as possible the answer to: “What is unique about working here and what is important to us?”

Brainstorm and get as many notes as possible. Sometimes it helps to also think of what the business is not!. Pool together the notes that are similar, and from this exercise start identifying what is true to the business.

### Examples

“1. *Humbleness and willpower.*  
2. *Leadership by example.*  
3. *Daring to be different.*  
4. *Togetherness and enthusiasm.*  
5. *Cost-consciousness.*  
6. *Constant desire for renewal.*  
7. *Accept and delegate responsibility. .”*

*Ikea*

1. Be your own customer
2. Empower individuals
3. Design is not a luxury
4. Good work takes time
5. Optimize towards ideals
6. Simplify

*SquareSpace*

1. We think customer
2. We lead the way
3. We do the right thing
4. We are determined to deliver
5. Together we make the difference

*Virgin Airlines*

## The sniff test



Your Values & Convictions:

- Developed through discovery?
- Authentic to the business?
- Empowering to the staff?
- Positively influences decision making?
- Does it act as a compass within your business?
- Do you as the CEO/ Owner constantly keep them alive?



Values & Convictions: honest — authentic — constantly alive — empowering