

## CORE VALUES

By this point, teens should have a good idea of what is important to them and their business. Your goal as parent/mentor is to guide the process. You can give them your definition of a words, but pull out a dictionary or use an online resource to find the 'real' meaning of these words. If you have a teen that likes words, look at the word origin and find deeper meanings behind many common words. For instance the word 'teach' comes from a word that means "token" and "to have pointed out." Tokens were 'shown' to have value, therefore people would do all that they could to 'earn' the valuable token. Once a student is shown value, they will earn the meaning and own the lesson. Cool, huh?

Encourage your teen to choose 3-6 words. They can choose more than 6, but that may be a bit overwhelming. I would not suggest less than three, unless they have a phrase that has meaning in more than one area.

Accuracy	Fun	Reports
Accountability	Innovation	Reliability
Cleanliness	Integrity	Resourcefulness
Commitment	Improvement	Respect
Communications	Humility	Responsiveness
Creativity	Learning	Safety
Collaboration	Listening	Service
Customer Delight	Loyalty	Speed
Decisiveness	Openness	Stability
Dedication	Orderliness	Stewardship
Discipline	Originality	Success
Diversity	Passion	Systemization
Efficiency	Professionalism	Teachability
Excellence	Profitability	Wisdom
Fairness	Punctuality	Teamwork
Flexibility	Quality	Transparency
Freedom	Receptivity	Write your own: _____

Remind teens of these areas of their business when developing core values: Customers, Employees, Ethics, Money and Marketing.

After they have chosen core words, help them come up with a phrase that succinctly and memorably communicates the values.

- Ask: "What do you think that word means for your business?" "What would be a way to communicate that idea in a short phrase or sentence?"
- Put their words in different orders, does it spell out anything? It may be good to use acronyms to help remember their values.
- Take it a step further and help your student design a poster with their core values.
- If a teen is having problems picking words, just have them verbalize what they think is important to their business.

Slogan, Vision, Mission and Manifestos are helpful for business. If your teen feels that they want to develop these look online for a variety of ideas or re-watch this modules videos. Every business NEEDS core values, but not all businesses need the others. At this point in business development, these should come pretty easy. The personality of the teen will define the other statements, so we focused on the essentials of core values which we feel encompasses all of the others. (As always, if you need help, please contact our office.)