

## CORE VALUES

Every business needs to operate under a specific set of core values. As the business owner, you are the one that has to come up with the bare essentials that keeps your business on track. Core values are in every part of your business. If your focus is on quality, you will seek out the best resources. If you focus on being the best price, you will focus on the best cost. If you focus on the customer, though, you will find out how to do both! And if you focus on your employee, you will always be encouraging your employees to do both.

What you focus on is important, yes, but HOW you focus on them is even more important. Look over the list and circle or highlight at least 3 words that makes sense of your business and has meaning to you. You can choose up to 6 words.

|                  |                 |                       |
|------------------|-----------------|-----------------------|
| 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: _____ |

Remember when you think of core values think about all of these categories for your business: Customers, Employees, Ethics, Money and Marketing.

Take your words from above and make a short memorable phrase that communicates the focus of your business. These are your core values!

### CORE VALUES EXAMPLE: ProMotion

- Employees first always
- Work as a team, win as a team
- Make it happen
- Reputation before revenue
- Commitment to safety