

## Action plan



### Creating a set of company values

Company values act as a motivator for staff, by giving them a strong sense of purpose, and set expectations. Whether you're creating new values or refining existing ones, it's useful to take a collaborative approach. Getting employees involved in the process gives you access to a wider pool of opinions and will provide them with a better understanding of how the values shape the work they do.

- **Effort:** Medium
- **Impact:** Medium

#### Actions:

#### Define your vision for the business by thinking about what success looks like to you.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Having an idea of what you want the company to look like in the future will give you a steer when creating values.

#### Communicate your vision of success to employees and explain why you want to develop or update values.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Sharing your vision with staff will provide context and get them thinking about potential values ahead of time.

#### Run a values workshop with employees to brainstorm and discuss ideas.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Handing out a list of values set by other people won't engage staff – the best way to motivate them to live the company values is to get them involved in the process.

## Action plan



### **Meet with the management team to categorise the suggestions and create a shortlist, and display it in the office.**

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Managers can use the context and experience they have to synthesize the team's ideas. Giving suggested values time to breathe will help your team decide what feels most natural.

### **Ask employees to vote on the list, choosing five to eight that will become your set of company values.**

- **Impact:** High
- **Suggested duration:** 7
- **Why this will help:** Getting employees involved in the final decision should make sure they ring true to the way you operate and what you believe in as an organisation.

### **How will I know if my action plan is working?**

#### **Way to measure success**

Employee feedback surveys.

#### **Why this metric?**

Your employees are the best people to tell you how well your values have bedded in and whether they're being followed.

#### **How do I start tracking?**

Send out the survey three to six months after you implemented the values to give them time to settle in. Ask staff if they remember the values, how often they think about them or refer to them, and how they have affected their day-to-day roles.