

CORE VALUES



*Find the Soul
of Your Business*

MAGNUM GUPTA

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What are core values?

Core values are the essence of an organization's identity. Values that support the mission and vision of your company and help shape the work culture.



If company is to life,
then core values are to how
I want to live this life.

Magnum Gupta
Product Director, HROne



Why define company core values?

An organization's core values can be an incredibly powerful tool that can be relied upon to steer difficult decisions. They provide guidance and set a benchmark that employees can act against when stuck in split-second decisions.

3 reasons why you need to define your company core values

- To make the decision-making process easy
- To educate employees, clients, and potential customers about what your company stands for
- To attract talent that resonates with your organization's work culture

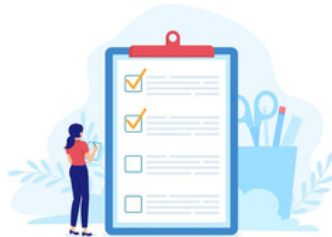
How to identify your company core values?

Create a planetarium of 9 key members from your organization.



Ask the planetarium to list what they think should be your company's core values.

Conduct a sample kick off survey with senior leadership to find out much they relate to the formulated core value.



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Conduct workshop to lock core values.

Who should be part of the planetarium?

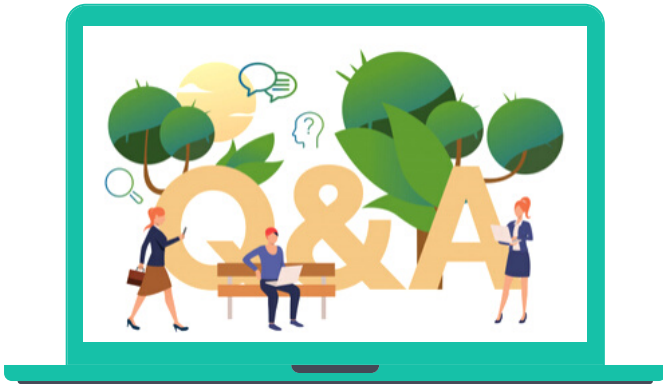


Selected group members should check all or most of the criteria listed below:

- ✓ High gut-level understanding of core values of the organization
- ✓ Best performers
- ✓ Well respected by peers and management
- ✓ Minimum of two years of association with the organization
- ✓ Individuals with high intellect and global appeal
- ✓ In addition, two management representatives and one HR representative

What should you ask in a kick-off survey

Five questions you should ask to get a better sense of what is valued across senior leadership before conducting a core value workshop.



- ✓ What makes you proud to work at this company?
- ✓ How does the organization support your professional development and career growth?

What should you ask in a kick-off survey

- ✓ What's one thing you would change about the company if you could?
- ✓ Is risk-taking encouraged, and what happens when people fail?
- ✓ What role do company values play in hiring and performance reviews?

Here's what I found out when I conducted a poll around the last question on LinkedIn:

As part of performance reviews, should an organisation rate employees on it's core values?

The author can see how you vote. [Learn more](#)

Yes, we should.	95%
No, we should discourage it.	5%

57 votes • Poll closed

What to do in the core value workshop?

Ask all the members to list core values and rate them on the following parameters on a scale of 1-5:



- ✓ Are the core values that you hold to be fundamental regardless of whether or not they are awarded?
- ✓ If you woke up tomorrow morning with enough money to retire for the rest of your life, would you continue to hold on to these core values?

What to do in the core value workshop?

- ✓ Can you envision these values being as valid 100 years from now as they are today?
- ✓ Would you want the organization to continue to hold these values, even if at some point, they became a competitive disadvantage?
- ✓ If you were to start a new organization tomorrow in a different line of work, would you build the core values into the new organization regardless of its activities?

What to do with the core values?

The job doesn't end with framing the beliefs of your organization and putting them on the wall for your employees and whosoever walks into your office. Defining the core values is just the first step.

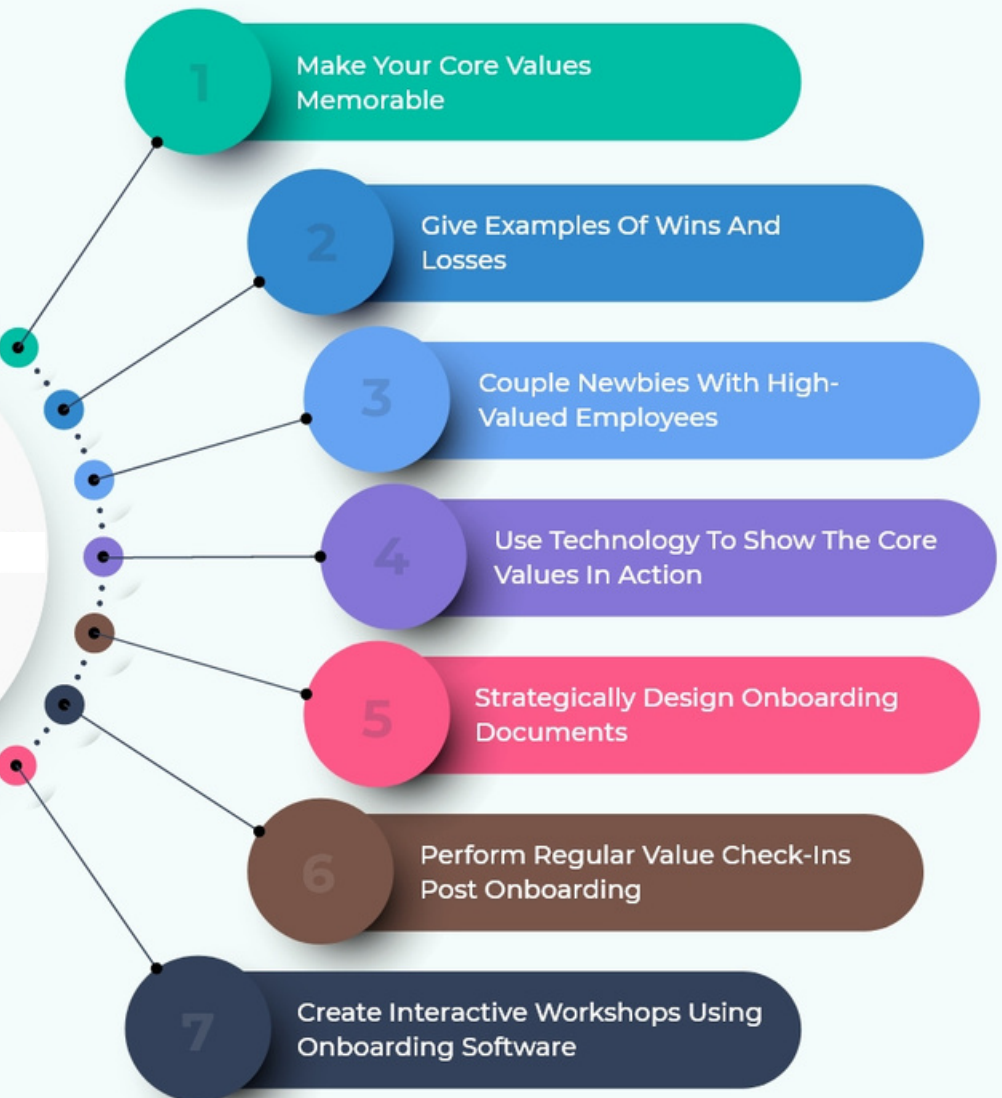
Do your employees know what your core values mean?

You guessed it. That is the next step.

Right at the onset of the employee lifecycle, i.e. onboarding you need to introduce your new recruits to the **soul of your company - your CORE VALUES.**

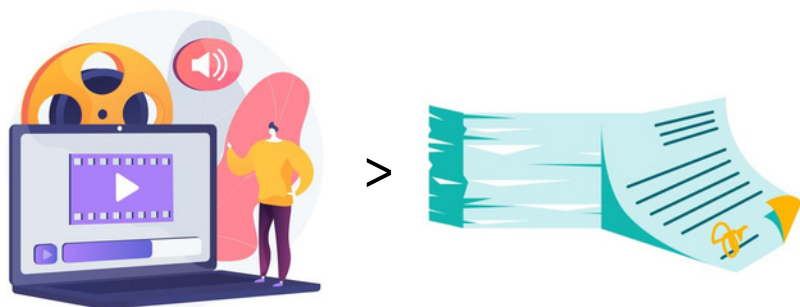


7 Most Effective Ways to Use Core Values in Onboarding



Make your core values memorable

It is easier to remember visuals over text. This is why experts highly recommend showing images and videos to the new joiners instead of distributing documents. Secondly, your content must tell a real, engaging story that reflects your connection with the values. Your onboarding strategy can also involve the hires in real-time activities that help them understand your values better. Lastly, prepare clear & concise content and guidelines so that it is simple to grasp the core values and memorize them.



Give examples of wins and losses

Before communicating, it is important to incorporate the values in your brand. People love authenticity. So, once the impact of core values is determined, it's time to give practical examples of what works and what doesn't work for you. For instance, you can tell the new joiners during onboarding that taking more than two leaves in a month doesn't work for you. However, you are strictly against over-times and making employees work on non-working days. Doing this defines a clear picture of how employee-centric your work culture is.



Couple newbies with high-valued employees

This is the best part of an onboarding program. It can be implemented as a fun activity where the existing employees can be teamed up with the newbies to participate in activities and complete onboarding assignments. Linking each core value to the employee role is another practice that can be adopted here. This process enhances teamwork and enables faster learning among the employees.



Use technology to show the core values in action

In current times, where work from home has become the new normal, organizing virtual onboarding is the safest and most effective way to welcome new employees. You can make use of the latest onboarding and recruitment software to engage newbies through virtual onboarding via video conferencing. Such software also offers features of instant chat to resolve real-time queries and streamlines the access of necessary information for a successful onboarding process.



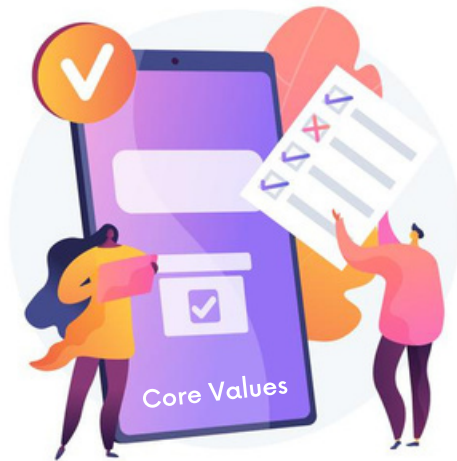
Strategically design onboarding documents

To make sure that the core values are communicated entirely and effectively to the new joiners, structure your onboarding documents in the clearest and most concise way possible. The checklists, detail-filling, signed documents, and other paperwork must be on point. In fact, every official document that you issue to the new hires should speak of your company's core organizational values.



Perform regular value check-ins post onboarding

The work doesn't end after you successfully conduct the initial onboarding event. After all the talk, it's time to evaluate how much the new ones have grasped about your company's core values. So, at regular intervals of time, you can schedule value check-ins for the employees to revise and keep a check on the core values.



Create interactive workshops using onboarding software

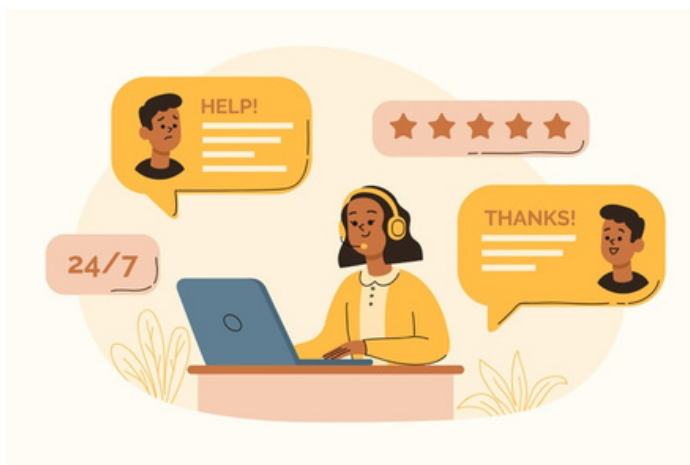
Once you get confident about the understanding of your employees pertaining to core values, you can start conducting workshops every once in a while to check if they are implementing the same. You can prepare a situation-based questionnaire to assess their level and take feedback for any improvement in the existing culture.



Company core values and customers

Manifesting your organization's core values in every business activity and decision will help you garner happy customers. It is simple, as individuals when you stay true to your values it reflects in your every action. And, that is what makes you authentic. It is a true reflection of who you are as an individual.

The same applies to your business. Every interaction with customers, be it potential or loyal customers, must reflect upon what your brand stands for.



Adherence to core values

Lastly, it is all about committing to the company's core values. And, hence measuring employee adherence to company core values is of utmost importance. It is an ongoing process. Here's what you can do:

- ✓ Conduct half-yearly 360 feedbacks on core values
- ✓ Repeat your core values often through mailers, in meetings, townhalls, etc.
- ✓ Every major company decision announcement can be backed by how the core values helped in making that decision
- ✓ Encourage employees to share stories on how the company core values helped them in making an important work decision

Why are core values more important now than ever?

✓ A must for growing companies

When the organization is small there is a lot of personal influence, not just on every decision taken but on most employees as well. It is organic for most to imbibe the same values and work ethic. As the company grows across cities and countries, a well-defined framework of core values is needed to flow seamlessly through the organization's ecosystem.

✓ Distributed workforces

Out of sight, out of mind is a natural phenomenon. As we go through any disruption and transformation in life, morals values are your backbone. Once the workforce, especially new joins are onboarded to our cultural drivers and company's mission, they require less supervision to keep them on track.

Why are core values more important now than ever?

- ✓ Defining a unique brand voice in a market flooded with similar products and services

Social marketing is the new mantra. Having a purpose provides a central focus for all communication for a company. One can evaluate everything that goes out internally and externally against how well it stacks up to our value. We are likely to deliver a consistent message, that is closer to our existence.



Final Thought

Finally, some wise words by a popular music artist, but completely relevant and applicable in the business world.

“

Values are like fingerprints, unique, nobody's are the same, but you leave them all over everything you do.

