

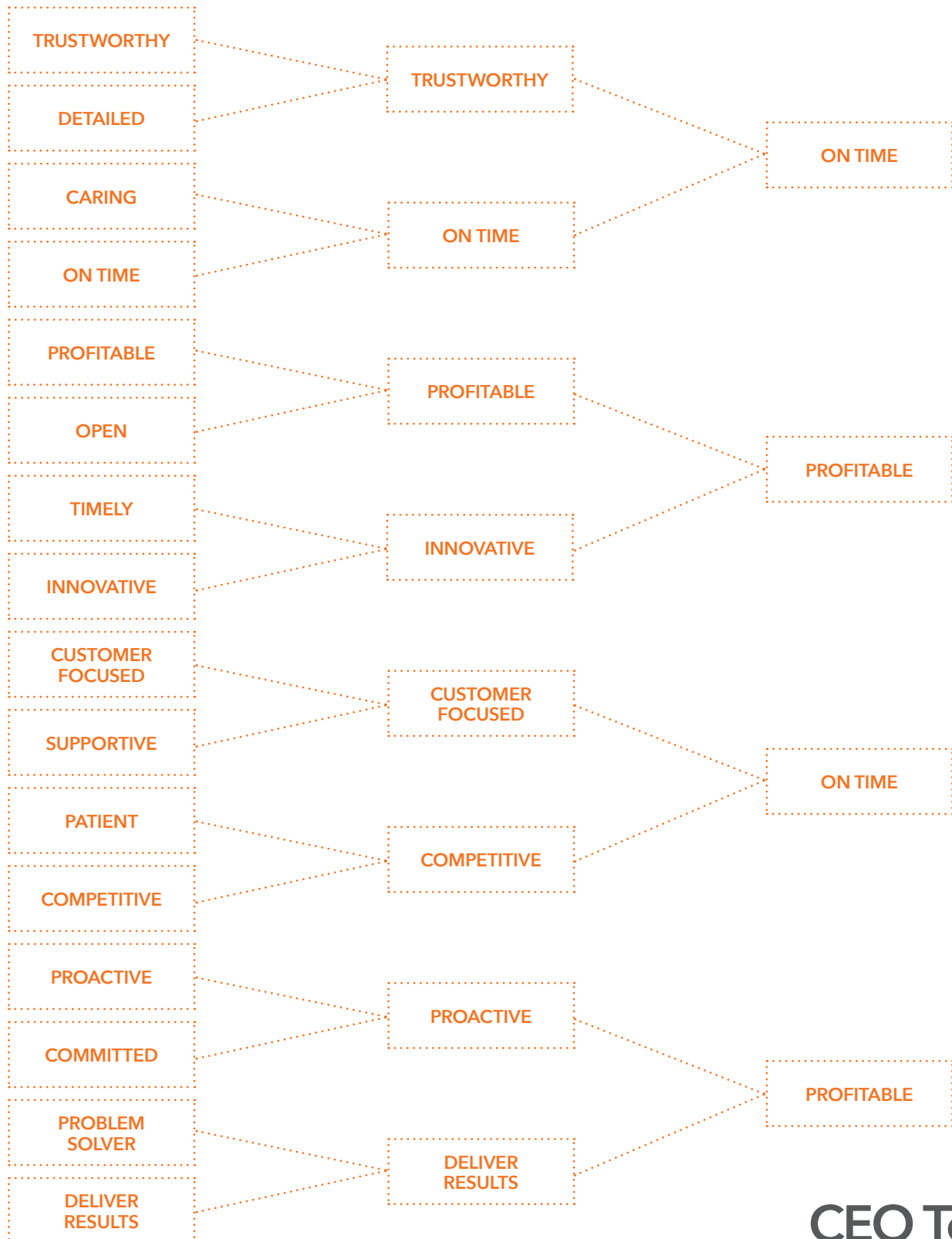
CEO TOOLS VALUES IDENTIFICATION EXERCISE

To identify your company values—or refresh them, if needed—you can use the Values Identification Tool. Gather your people together in groups of no more than 20-25. Ask them to share what they think the company’s core values are. Define values as those things that are most important to the organization or the team. Record the answers in a vertical column on a flip chart. When all responses have been written down, each one will compete against all the others, like in a tournament bracket. You may have more words to start.

HOW IT WORKS:

1. Compare each word to the next one on the list.
2. Vote on which word is a better description of a company value. Write the winning word in a new column to the right of the first column.
3. After the first round, any eliminated words may be added back by the suggestion of the group.
4. In the next round, compare the adjacent words again. After this round, words can be added back only by a majority vote.
5. In the third round, compare the adjacent words again. After this and any subsequent rounds, words can be added back only by a unanimous vote.
6. The exercise is complete when there are five or six words remaining. These are your core values.
7. The next step is to define each word and its practical application in the company.

VALUES IDENTIFICATION EXAMPLE



VALUES IDENTIFICATION EXERCISE

