

2.3 How to Conduct a Core Values Survey

Core Values and Purpose Statements are the foundation of a positive company culture. You need them to codify the expectations of behavioral norms for both existing and new employees, and to market your culture brand to customers, suppliers and the community.

You should consider conducting a core values survey in one of these circumstances:

- When you have pre-defined values and you want to see if they are being upheld in the culture
- When you haven't yet defined values and you want to survey your employees for the values they hold dear

In either case, you can conduct a values survey, using one of the web-based survey tools such as Survey Monkey or Survey Gizmo. They are free or low-cost to you and provide automatic report generation capabilities.

I suggest a simple, three-question survey in addition to any demographic information you want to collect. Within the survey, ensure each participant's anonymity by not asking for their name or other identifying information.

The three questions you should ask are:

1. Please select your top ten personal values, or characteristics that you wish to honor in your life.
2. Please select the top ten values you desire to see in action in your company.
3. Please select the top ten values you currently see in action in your company.

After each question, present the participants this list of values to choose from. Be sure to add any pre-defined values you already have in the company.

- Accountability
- Achievement
- Balance (home/work)
- Commitment
- Compassion
- Competence
- Enthusiasm
- Efficiency
- Environmental responsibility
- Ethics
- Excellence
- Fairness
- Family
- Humility
- Humor/fun
- Independence
- Integrity
- Initiative
- Innovation
- Intuition
- Learning
- Personal/professional growth
- Power
- Respect
- Responsibility
- Risk-taking
- Self-discipline

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- Continuous learning
- Cooperation
- Courage
- Conflict resolution
- Cooperation
- Courtesy
- Creativity
- Customer service
- Financial gain
- Forgiveness
- Friendships
- Fun
- Future generations
- Generosity
- Harmony
- Health
- Honesty
- Love
- Making a difference
- Mentoring others
- Open communication
- Openness
- Personal fulfillment
- Self-esteem
- Serving others
- Social justice
- Success
- Survival
- Teamwork
- Trust
- Vision
- Wealth/profit
- Winning
- Wisdom

After all participants have completed the survey, run a report that ranks the values from highest rated to lowest.

1. Do the same report by department and by length of tenure with the company.
2. Use the results as input into:
 - a) Your culture transformation initiative
 - b) Your core values creation project