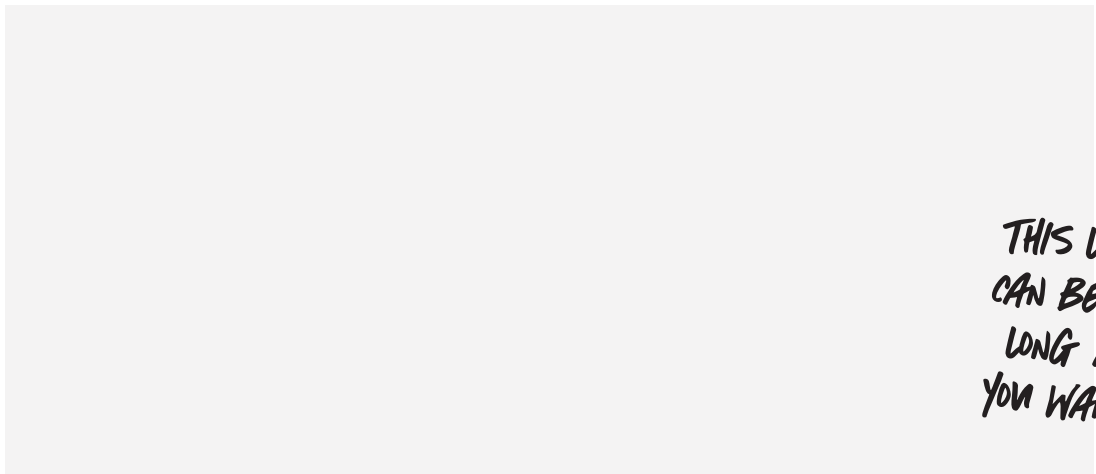


# A GUIDE TO... DEVELOPING CORE VALUES

**Instructions:** This guide will help you develop a Core Values for your organization. If you already have a Core Values created, use this resource to start from scratch. Hit reset and think fresh about what your company should stand for. Use this guide alongside The No B.S Small Business Book.

## 01

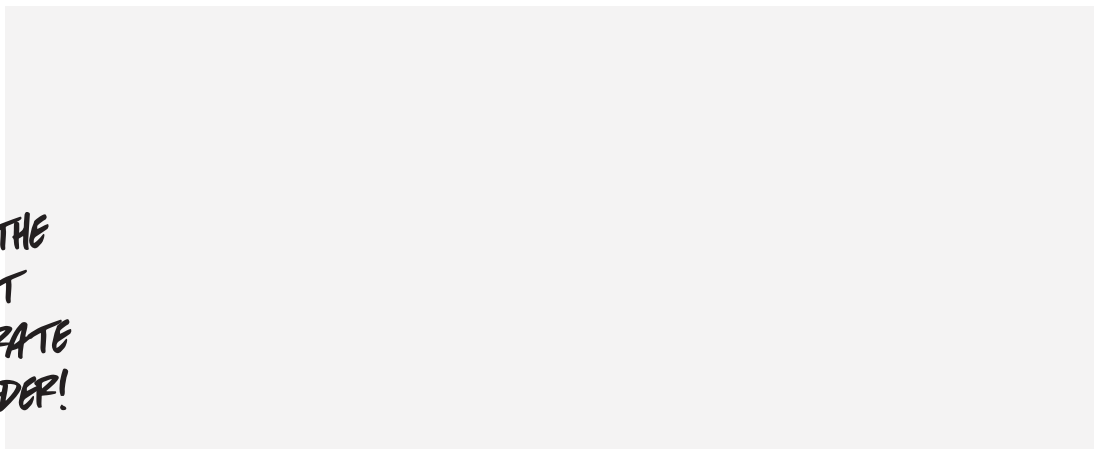
Write down what behaviors your company wants to see in all employees.



*THIS LIST  
CAN BE AS  
LONG AS  
YOU WANT!*

## 02

Write down what behaviors would not be allowed at your company. What pisses you off as an organization?



*THINK OF ALL THE  
THINGS THAT  
WOULD FRUSTRATE  
YOU AS A LEADER!*

# 03

Based on the items you wrote above, write down the top 10 things you want in your company's values.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Of those 10, write down the most important 3-5.

# 04

1.
2.
3.
4.
5.

*YOUR TOP VALUES*

# 05

Write definitions for those 3-5. What do they mean and what do they not mean? Clearly define what it looks like when someone displays that value.

COMPANY VALUE	DEFINITION
1.	
2.	
3.	
4.	
5.	

*DEFINE THEM CLEARLY AND OFTEN SO EVERYONE UNDERSTANDS*

# 06

Create buy-in. Who else in your organization should see and help decide on the 3-5 you chose? Write down names and your plan for getting them on board.

COMPANY VALUE	PERSON
1.	
2.	
3.	
4.	
5.	

# 07

Decide how you will celebrate. When someone displays your new Core Values, how will you celebrate them?

*CAN'T FORGET  
TO CELEBRATE  
THE WINS ALONG  
THE WAY!*

# 08

Make it visible. How will you make the new Core Values visible to your employees?

*REMINDERS  
ARE IMPORTANT!  
OUT OF SIGHT,  
OUT OF MIND  
IS NO GOOD.*