



GOOD to the CORE

Building Value With Values

We hope you will continue to pursue the value of values. It is likely to be harder than it looks ... but we hope this follow-up handout will be one more tool to encourage you to keep moving forward. It is designed as a follow-on to John Blumberg's presentation. We hope you will use this tool, along with John's meeting handout and your notes from his presentation to make the most out of creating value with your values. We hope these will stimulate your thinking with each of the following:

- *investigating* how value creates value
- *indicating* your own core values while connecting to the core values of your organization
- and finally become strategic about *integrating* personal and organizational values into your daily life ... in how you make decisions, respond to circumstances and show-up in relationships

the **3i** formula **i**nvestigate **i**ndicate **i**ntegrate

investigate

Think of where you have seen core values bring value to your family, your community and your work. Where have you seen the lack of values create real loss? List some examples of both here. Do you truly believe having values brings value?

{ **Living your values can cost you ... not living them can destroy you.** }

indicate

Continue to brainstorm your own personal values. Make a list of many possibilities here. Read Chapter 8 of *GOOD to the CORE* to focus your list using the “formula of why.”

LINKING TO ORGANIZATIONAL VALUES

Obtain a list of the core values of the organization where you work. How readily is this list available to you and everyone else in your organization (website, annual reports, recruiting brochures, screen savers, memo pads, wall plaques, listed at bottom of meeting agendas, etc.)? How well do you know this list of values? How well do others in your organization know them? How well do the leaders of your organization live them? How well are you living them? Compare your focused list of core values, listed above, to your organization’s core values. Where do you see links and opportunities for you to bring the very center of your core to life in owning and taking responsibilities for your organization’s values? Note your thoughts here and/or on page 4 of this handout.



{ Operating without a set of values ... is a value! }

integrate

Integration is about moving values into action. It can seem overwhelming at first. You might not be able to do it all at once. Begin with just three actions of integration that you believe will help you start to integrate your personal core values into knowing, owning and living the core values in all areas of your life. Then begin to brainstorm other actions you can implement for yourself and your team that continues to align your actions with your values. If your organization's values are not well known or effectively lived, how can you become an ambassador to bring core values into focus at your organization? Share your ideas with others at work to expand the possibilities.

Action ... from your core!



1. _____
2. _____
3. _____

Other ideas for action ...

{ Open the toolbox and use your tools of goodness. }



{ **My additional notes and ideas.** }

