

Painless Business

Values Exercise

This is a method of finding those values that are important to you, your management team, your staff and the company as a whole.

1. On the following page is a list of words which might represent someone's values.
2. Reading through the list, which words most appeal to you? Ring those words and transfer them to a new sheet of paper. As you do so, look to see if they fall into groups at all (they often do).
3. Is there a word that best describes or sums up each group? That word is likely to be one of your core values.
4. Try to distil your initial words into six or so groups (with one word summing up each one).
5. Now narrow down to 4 or 5 of those words that truly summarise the values of your enterprise.

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Possible Business or Personal Values:

| | | | |
|----------------|---------------|-------------|----------------|
| Accomplish | Enhance | Ingenuity | Respected |
| Acquire | Enlighten | Innovate | Responsive |
| Artisan | Ethical | Instruct | Risk |
| Assemble | Excellence | Integrated | Serve |
| Attractive | Exclusive | Invent | Speculation |
| Augment | Expensive | Joyful | Spiritual |
| Automated | Experiment | Knowledge | Stimulate |
| Best | Explain | Learn | Sufficient |
| Budget | Foster | Linked | Support |
| Catalyse | Facilitate | Local | Teach |
| Change | First | Modern | Technological |
| Community | Fun | Nurture | Thrill |
| Control | Gamble | Open | Timely |
| Cost-effective | Grace | Originality | Traditional |
| Create | Grant | Partnership | Trustworthy |
| Cutting Edge | Greatest | Passion | Unconventional |
| Danger | Global | Personal | Value |
| Design | Historic | Plan | Win |
| Discover | Honest | Play | Yearn |
| Dominate | Impact | Produce | Youthful |
| Empathise | Improve | Quality | Zany |
| Endeavour | In touch with | Reliable | Zealous |