

Values-Based Cultures

What does it mean to have a values-based culture?

Values are the deep-seated beliefs that people, organizations, and societies share - a purpose, a mission, or a philosophy that is meaningful. When companies adopt values, individuals within the organization become energized, as do customers, products and services, and everyone and everything else associated with the organization. The ultimate power of the values comes from their expression in every detail and act that the company performs. The richer the values aspired to, the greater the energy and capacity released.

When we examine the lives of famous people, we often see how personal values guided them, propelling them to the top of their fields. For example, one actor motivated by his commitment to social justice, took on important acting roles related to that value that made him world famous. Likewise, a well-known business CEO was motivated by the personal value that technology should be easy to use, which caused his company to spawn a technology revolution.

Implementing values energizes everything. For an individual, committing to and applying values releases fresh energies. For an organization, values are goals or standards that set the direction and mobilize the collective energies of the cultural for great accomplishment. They prompt us to strive for the maximum that is conceivable, rather than the minimum that is achievable.

Quotes:

Quotes evoke values and have a similar affect on motivation as a company's stated values.

Examples:

"You can't build a reputation on what you are going to do."

- Henry Ford

"Things do not happen; things are made to happen."

- John F. Kennedy

"Next to doing the right thing, the most important thing is to let people know you are doing the right thing."

-John D. Rockefeller

"Truth has no special tie of its own. Its hour is now – always."

- Albert Schweitzer

"Real integrity stays in place whether the test is adversity or prosperity."

- Charles Swindoll

"The compulsion to excellence assures excitement."

- Robert Schuller

Creating the Right Working Environment

Any organization's ongoing success is in large part reliant upon it's ability to attract and retain the best people and to inspire them to do their best work. Therefore, creating the right work environment becomes essential. The "right" environment means one where individuals are respected and valued, and have ample opportunity to achieve their full potential.