



# Three-Step Guide to Developing Better Value Statements

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Do you ever wonder what's demotivating your team and killing your effectiveness as an organization?

Almost every organization has a clearly defined mission, vision, and strategy. And as a leader, you're constantly trying to lead a team that embodies the mission and carries out the strategy. The issue is, that's much easier said than done.

Something that constantly undermines your mission, vision, and strategy is your culture. And it can be hard to truly see the culture of your team. That makes sense, since your culture consists of the unwritten rules and invisible scripts that you and your team have developed, such as:

**No one leaves before \_\_\_\_\_ .**

**We don't talk about \_\_\_\_\_ around here.**

**No one cares about \_\_\_\_\_ .**

I'm guessing that's not the culture you want. But what if it's the culture you have? How do you solve that?

Simple: you create a healthy and productive culture.

In reality, it's not that simple. But that's where I can help.

Value statements like “excellence,” “collaboration,” or “honesty” sound great, but functionally they mean almost nothing. Of course you want excellence—who doesn’t? But your team is still, well, mediocre.

Instead, what if you could create value statements that (1) actually mean something, (2) define who you are and also who you want to be, and (3) are so clear and compelling that your staff actually remembers them, can repeat them, and can live them out.

Here’s a shortcut to creating cultural value statements that embody your mission and are aligned with your strategy.

Start by taking five minutes right now just to make a first draft of your first cultural value.

#### People Who Embody Your Culture

#### People Who Do Not Embody Your Culture

**Step 1:** Write down the names of three people who embody the culture you want and also three people who do not embody the culture you want.

**Step 2:** Jot down your observations on why they embody what you value or why they do not embody what you value.

**Step 3:** Now that you know the people you value and why you value them, try to encapsulate one of those values in a statement that’s memorable. On top of that, you want it to be descriptive (someone would say “For sure, that’s you”), and aspirational (it motivates).

An easy way to do this is to craft a simple statement or phrase as an imperative (command) and then frame a question that further explains the value.

So there's your first step to defining your culture. Now that you have one value statement done you can take this to your team to create two to five more.

Take the time to discuss and rework these values with your staff or senior leadership team so that they don't just live in you, but in them.

And remember, when you create memorable and actionable value statements that are aligned with your mission and strategy, you'll craft a culture where your team is all-in. Intentionally defining your culture is just the first step to leading a better team, but it should go a long way.



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