




4SIGHT
group

A woman with long dark hair and glasses, wearing a white t-shirt and blue jeans, stands in a meeting room. She is pointing towards a whiteboard or wall covered in numerous colorful sticky notes (pink, yellow, orange). Other people are seated at a table in the foreground, looking towards the wall. The scene is brightly lit, suggesting a window on the left.

4 Steps for Writing Values that are More Than Statements on a Wall

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Values are the guiding principles that define the habits and behaviors necessary to accomplish your mission and vision together.

Creating a shared set of values that align your team is some of the most important work you can do as a leader.

Strong, clearly defined values:

- Provide a filter for decision making.
- Clarify expectations.
- Give team members confidence in what is expected from them.
- Simplify the need for bureaucracy.

4 Steps for Writing Values that are More Than Statements on a Wall

Ask yourself these guiding questions or discuss them with a small task force.

1. DON'T TRY TOO HARD.

- What is important to us?
- What do we want to be true of how our team works together?
- What makes our team distinct from another team?

2. GET HONEST. THE VALUES MUST ACTUALLY MATTER TO YOU.

- Why is this value important?
- Why did this value make it to the final list?
- What's the belief or the core conviction that will cause this value to hold up under pressure?

3. MAKE SURE YOU DON'T MISBEHAVE.

- What specific behaviors reflect these values?
- What does it look like when our team is working from this value?
- What behaviors do NOT look like our team is working from this value?

4. MAKE YOUR VALUES MEMORABLE.

- What axioms or sayings already exist in our vernacular about these values?
- What legends or often-repeated stories can we draw from to create "sticky statements?"
- What's a catchy, active or creative way to state the values?

USING THE GUIDING QUESTIONS, FILL IN THE VALUES GRID FOR YOUR 3-5 VALUES.

VALUE	BELIEF	BEHAVIOR	STICKY STATEMENT
<i>EXAMPLE</i> Collaborative Communication	When we communicate proactively and intentionally, we honor each other and can move most effectively and efficiently.	Ask "Who needs to know this?" "What do they need to know?" "When do they need to know?" And tell them!	Use Your Blinker

TIPS

This isn't always a linear process. It's okay to name a value and behaviors first and then work your way back to the belief on which they are based. Likewise, you may know a deeply entrenched belief that you need to explore to attach behaviors and a stated value around.

It's often helpful to enlist the perspective of those in different stages of their lifecycle on your team. A new team member will provide fresh feedback, while a seasoned team member will have the benefit of experience to draw from.

THE 4SIGHT GROUP IS IN YOUR CORNER

You know your team best. And you want the best both *for* it and *from* it. But sometimes, when you're in the middle of it, it's difficult to see everything that's in play or to carve out the time to evaluate effectively. At 4Sight, we have coached and consulted with hundreds of organizations to help them clarify values, build their team culture, and develop strategies for success. We offer virtual courses and workshops to serve your team and ongoing leadership insights and podcasts to continually support your leadership journey. Visit www.get4sight.com or email info@get4sight.com for more information.