

Are you creating or re-shaping your culture?

Here's a checklist to help you create and begin implementing your own core values.

1. Create Core Values

- Survey employees and leadership to discover the core values that are important to your workforce.
- Have leadership select the top 5-10 core values based on company goals and survey results.
- Set standards that encourage leadership and management to model the core values.

3. Promote & Reward

- Post your core values internally in interesting and creative ways so everyone can remember what they are.
- Reward core values with praise when you see them in action.

2. Train Management & Employees

- Train your leadership and management on your core values first. They need a head start because they must model and reinforce the new values.
- Second, train your employees on the core values - make it fun!

4. Advertise & Hire

- Post your core values on your website to advertise your great culture to attract new hires that share your values.
- Hire new employees that fit with your culture. Make sure your interview questions are designed to probe for the traits you want to see in your employees.

“We believe that it’s really important to come up with core values that you can commit to. And by commit, we mean that you’re willing to hire and fire based on them. If you’re willing to do that, then you’re well on your way to building a company culture that is in line with the brand you want to build.” - Tony Hsieh, CEO, Zappos