

5 Simple Questions to Help Develop Core Values for Your Business

Creating core values for your business is not a fluffy side project - it's a task that you must prioritize. These values are why your customer chooses you, they're used to create a cohesive brand voice across all of your platforms, and they are integral to your hiring process.

Feeling overwhelmed by any of these questions? We love working with business leaders to develop their core principles. Reach out to one of Clash Copy's experts, and let's discuss what your business stands for!

Whether you're a new business owner or an experienced leader, there is no time like the present to define what your business stands for. Here are five simple questions that will help you develop core values:

02. What are some core values that the leaders of this organization are exemplary models of? Some examples are positivity, environmental regard, and honesty. Once you establish a list of these, you'll have a great idea of what your core values are.

04. What does this value dedication lead us to do? After you've listed out the nouns that are your values, describe what you mean by these. For example, if you've chosen positivity, you may write, "We prioritize optimism in all of our client and coworker interactions."

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03. What do I mean when I say we stand by this value? So, you have these values. How does that lend itself in everyday business? Continuing with positivity, you may write, "When offering feedback, we always begin with affirmation before providing any critique."

05. How are we living up to these core values? After you've defined your core values, what they mean, and how you implement them daily, reassess whether you're remaining true to these dedications. Are there any tensions with some of the values? What actions are your team members taking monthly to bring true meaning to these standards?

01.
What is our mission?



01. What is our mission? Often, your business's goals reveal your values. For example, if you offer IT support for government organizations, one value will be dependability.



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