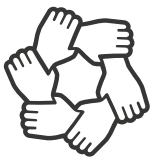


CRAFTING VALUES

Assist the team to craft values that impact the operations of each team.

THE VALUE OF THIS TOOL



Clear values create unity, alignment, and help the formation of team identity



Helps teams operationalise values to become key behavioral focus points for the team



Helps entrench cultural DNA in a team which enhances team performance

USE THIS TOOL WHEN

1

You want to **intentionally craft a values-based** team culture

2

The existing values **aren't impacting behaviour**

3

Team members' behaviour **falls outside acceptable team norms**

4

There is a **lack of defined team norms**

THE PROCESS

Aspirational behaviours we encourage

DO'S & DON'T'S

Lines we do not cross

STEP 1

Prioritise your key values

- Values are the standard by which the team sets priorities. Select **3 - 5 key behavioural values for all team members to live and practice**. "If someone read these values to you every time you had to make a decision, would they improve the outcomes?"

STEP 2

Define each value

- Create a **short definition for each value** (1 or 2 sentences) explaining what it means to the team.

STEP 3

DO's: Describe how the team should act

- These practices **set the bar for behaviour**, and are key things that keep the team healthy and clients happy. For example, "We put away phones during meetings", or "We treat every customer like the CEO". Craft 1 - 3 DO's for each value.

STEP 4

DON'Ts: List behaviour to discourage

- This list should not simply state the opposites of the DO's. DON'TS are **specifically discouraged behaviours** and should be challenged by a stern word from any team member. Craft 1 - 3 DON'Ts for each value.