

# BRINGING VALUES TO LIFE

Values when really understood, help people make great decisions in every action. They allow managers to step back from micro - managing and help their teams to flourish.

It is the responsibility of every manager, no matter what level they are, to help bring the values to life in everything they do and every decision they make. Do yours?

**Use this quick tip sheet to help you get your managers on track and teams to perform.**



Your leaders need to bring values to the forefront of everything they do. Values need to guide their decision making e.g. If a value is putting customers first they don't then skim on quality, make it difficult for a customer to contact them or reduce training in an attempt to minimise cost. They need to think more creatively about how to create the right commercial balance not take the short cut.



Create traditions that celebrate and build on your values e.g. if putting customers first is a value – encourage each member of staff, once a month to call or send a card/message to a customer to tell them how valued their business is.



Values into action form part of the performance review process and the review process itself is designed based on the values so the process upholds the values and doesn't become just a tick box exercise.



All messaging whether inside or outside of the organisation are designed with values in mind so the way they look and what they say uphold those values.



Share stories – help bring the values to life by sharing stories that shine a positive light on our values. Don't be twee about it; keep it real and these can also be used for marketing.



Everyday behaviour is guided by values and people are confident to challenge behaviours based on values. Both strategic and operational decisions are made based on values and anyone in the organisation can question a decision based on values.



Explore with teams what the values mean to them - make it playful, ask questions. For example:

- What's important to you about the way we behave at work?
- How would you describe to your partner our core values? What about a child? Does it make you feel proud to be part of this company?
- What do we need to do better?
- Would you want the organisation to continue to hold these values, even if at some point one or more of them became a competitive disadvantage?
- How would we need to manage that with customers/ shareholders/ staff?
- What's one thing we can do better to live these values more strongly?



Managers need to really understand what the values are and how they need to act to live them. So if collaboration is a core value, managers have regular team meetings. These meetings aren't a download of information, they are genuinely structured around a collaborative process that engages people in sharing ideas and joint decision making. They also actively carve out time for peers to genuinely support each other in the day to day work. They give support and feedback to their team when an individual's actions get in the way of genuine collaboration. They recruit people with the skills to collaborate effectively not just their ability to do the technical aspects of the job.



Celebrate achievements of people who have made key decisions and acted on these based on values