

Core Values – Jim Collins



Core Ideology Criteria

KEEP IN MIND: this is *not* a wordsmithing exercise. This is an exercise to capture the authentic core values and purpose of your organization, not to create a “pretty statement.” Certainly, some words inspire more than others, but the point is to discover the core values and purpose you are truly committed to. Just as the Declaration of Independence, the Gettysburg Address, and the I Have a Dream speech all express the same ideals in different words, your task is to identify ideals that can be expressed a multitude of ways.

Core Values Breakout Session

Estimated Time: 45 minutes

1. Each person read to the group his or her list of core values. Based on these readings, determine the three to five values shared as most core to your breakout group.
2. Each individual take five to ten minutes of solo time to test **EACH** of the three to five values against the following test questions.

YES or NO

If you were to start a new organization, would you build it around this core value *regardless* of the industry?

YES or NO

Would you want your organization to continue to stand for this core value 100 years into the future, no matter what changes occur in the outside world?

YES or NO

Would you want your organization to hold this core value, even if at some point in time it became a competitive *disadvantage*—even if in some instances the environment penalized the organization for living this core value?

YES or NO

Do you believe that those who do not share this core value—those who breach it consistently—simply do not belong in your organization?

YES or NO

Would you personally continue to hold this core value even if you were not rewarded for holding it?

YES or NO

Would you change jobs before giving up this core value?

YES or NO

If you awoke tomorrow with more than enough money to retire comfortably for the rest of your life, would you continue to apply this core value to your productive activities?

Petra Coach

www.petracoach.com

‘Manage Activities – Inspire People’