

STEPS	GUIDE QUESTIONS & INSTRUCTIONS	YOUR ANSWERS
1. Canvass Core Values	List a few general values that are important to you (e.g., honesty, equality, respect).	
2. Identify the Values Most Relevant to Your Business	How do you want your team to behave in day-to-day operations?	
	What parts of your company culture are most helpful in achieving your goals?	
	What parts of your company culture bring out the best in your team members?	
	What makes your business different from others?	
3. Create a List of Your Chosen Core Values	What specific values stand out most from your answers in step two?	
	How can you better align your values with your mission and vision?	
4. Add Details & Customize	Add more details to your core values list to better define and customize them to your business.	
5. Gather Feedback & Edit	What parts of your core values list can you improve on based on feedback?	
6. Finalize & Implement Your Core Values	Write your edited core values list.	

YOUR COMPANY CORE VALUES