ARE YOU LIVING YOUR CORE VALUES?

An organization’s mission, vision, and values are developed to help leaders and staff navigate their purpose at work. They detail an organization’s values, goals, and strategy so that staff can all work toward the same objective. But core values can’t just sit on a shelf – they need to be living and breathing actions and behaviors that all staff authentically display. How can organizations encourage staff to live their core values? Check out the list below to learn about practices that will help staff in your organization engage with your core values every day.

### When or where can organizations embed core value conversations?

<table>
<thead>
<tr>
<th>Category</th>
<th>Place</th>
<th>Examples</th>
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| Meetings                    | ☐ All staff meetings                        | Share mission moments
Each person shares a story from the last day/ week/month about witnessing someone living the core values. |
|                             | ☐ Town Halls                               | Shout outs
Each person thanks a colleague who has helped them, sharing how they helped and why it was meaningful. |
|                             | ☐ Department meetings                       | Sharing your why
A selected staff member begins the meeting by sharing why their job is meaningful to them – this could be a story, an example, or a short anecdote. |
|                             | ☐ Stand up meetings                         |                                                                         |
|                             | ☐ Interdisciplinary team meetings           |                                                                         |
|                             | ☐ Shift reports                             |                                                                         |
|                             | ☐ Project-based meetings                    |                                                                         |
|                             | ☐ Rounding                                 |                                                                         |
|                             | ☐ Staff council                             |                                                                         |
|                             | ☐ Resident council                         |                                                                         |
| Performance-based conversations | ☐ Performance improvement plans            | Describe behaviors observed
Each personnel form should include a section asking the manager to describe how the direct report has or has not behaved in a way that correlates to the organization’s core values. In addition, design a section where the staff member can self-report the ways in which they live out the organization’s core values. Conversations about performance should always tie back to core values. |
|                             | ☐ Annual review                             |                                                                         |
|                             | ☐ Real-time feedback                        |                                                                         |
|                             | ☐ Coaching or corrective action             |                                                                         |
|                             | ☐ Recognition or rewards                   |                                                                         |
| Events                      | ☐ Staff recognition events                  | Recognition, certificates, awards
Recognize staff for specific actions or behaviors that display core values. Allow staff to nominate peers, and residents and families to nominate staff for displaying core values. |
|                             | ☐ Holiday celebrations                     |                                                                         |
|                             | ☐ Seasonal celebrations                     |                                                                         |
| Celebratory weeks (Nursing home week, assisted living week, etc). | Gifts, giveaways  
Relate staff gifts to your organization’s core values.  
**Event themes**  
Plan staff parties around the theme of a selected core value.  
**Share mission moments**  
Each person shares a story from the last day/week/month about witnessing someone living the core values.  
**Shout outs**  
Each person thanks a colleague who has helped them, sharing how they helped and why it was meaningful.  
**Sharing the why**  
A selected staff member begins the meeting by sharing why their job is meaningful to them – this could be a story, an example, or a short anecdote. |
| Annual trainings and other in-service opportunities | |

| Hiring  
☐ Application  
☐ Interview  
☐ Orientation  
☐ 30/60/90-day reviews | **Sharing the why**  
The interview team begins the interview by sharing why their job is meaningful to them. Orientation begins with incumbent staff sharing why their job is meaningful to them. This could be a story, an example, or a short anecdote.  
**Conversations and questions**  
Use your organization’s core values to guide the conversation in the interview, in the 30/60/90 day reviews, and the job application.  
**Gifts**  
Relate new hire gifts to your organization’s core values. |

| Documents and locations  
☐ Newsletters  
☐ Personnel and HR documents  
☐ Email signatures  
☐ Name tags  
☐ Reception desk  
☐ Bulletin boards  
☐ Staff lounge  
☐ Marketing and recruiting materials  
☐ Website  
☐ Flyers | **Display your organization’s core values**  
Consider integrating the core values in any signage, document heading, public location, or staff uniforms. |
### Day-to-day accountability
Events and celebrations can kickstart or rejuvenate core values in an organization – but the true test of lived-core values comes in everyday interactions. All staff, and particularly the formal and informal leaders, have a responsibility to hold themselves and one another accountable in daily conversations. Staff need to be empowered to offer direct feedback or redirection to a colleague, regardless of position or title, if their behavior is not in line with the organization’s core values.

<table>
<thead>
<tr>
<th>Individuals</th>
<th>□ Formal leaders</th>
<th>□ Informal leaders</th>
<th>□ All staff</th>
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</thead>
</table>

**Resources**

- [Core Values: If You Have Them, Are You Really Living Them?](https://www.forbes.com/sites/amydickersonroberts/2017/01/23/core-values-if-you-have-them-are-you-really-living-them/), Forbes, 2017