



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?

Category	Place	Examples
Meetings	<input type="checkbox"/> All staff meetings <input type="checkbox"/> Town Halls <input type="checkbox"/> Department meetings <input type="checkbox"/> Stand up meetings <input type="checkbox"/> Interdisciplinary team meetings <input type="checkbox"/> Shift reports <input type="checkbox"/> Project-based meetings <input type="checkbox"/> Rounding <input type="checkbox"/> Staff council <input type="checkbox"/> Resident council	<p>Share mission moments Each person shares a story from the last day/ week/ month about witnessing someone living the core values.</p> <p>Shout outs Each person thanks a colleague who has helped them, sharing how they helped and why it was meaningful.</p> <p>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.</p>
Performance-based conversations	<input type="checkbox"/> Performance improvement plans <input type="checkbox"/> Annual review <input type="checkbox"/> Real-time feedback <input type="checkbox"/> Coaching or corrective action <input type="checkbox"/> Recognition or rewards	<p>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.</p>
Events	<input type="checkbox"/> Staff recognition events <input type="checkbox"/> Holiday celebrations <input type="checkbox"/> Seasonal celebrations	<p>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.</p>

	<ul style="list-style-type: none"> <input type="checkbox"/> Celebratory weeks (Nursing home week, assisted living week, etc). <input type="checkbox"/> Annual trainings and other in-service opportunities 	<p>Gifts, giveaways Relate staff gifts to your organization’s core values.</p> <p>Event themes Plan staff parties around the theme of a selected core value.</p> <p>Share mission moments Each person shares a story from the last day/ week/ month about witnessing someone living the core values.</p> <p>Shout outs Each person thanks a colleague who has helped them, sharing how they helped and why it was meaningful.</p> <p>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.</p>
Hiring	<ul style="list-style-type: none"> <input type="checkbox"/> Application <input type="checkbox"/> Interview <input type="checkbox"/> Orientation <input type="checkbox"/> 30/60/90-day reviews 	<p>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.</p> <p>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.</p> <p>Gifts Relate new hire gifts to your organization’s core values.</p>
Documents and locations	<ul style="list-style-type: none"> <input type="checkbox"/> Newsletters <input type="checkbox"/> Personnel and HR documents <input type="checkbox"/> Email signatures <input type="checkbox"/> Name tags <input type="checkbox"/> Reception desk <input type="checkbox"/> Bulletin boards <input type="checkbox"/> Staff lounge <input type="checkbox"/> Marketing and recruiting materials <input type="checkbox"/> Website <input type="checkbox"/> Flyers 	<p>Display your organization’s core values Consider integrating the core values in any signage, document heading, public location, or staff uniforms.</p>





Individuals	<input type="checkbox"/> Formal leaders <input type="checkbox"/> Informal leaders <input type="checkbox"/> All staff	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.
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Resources

[Make Your Values Mean Something](#), Harvard Business Review, 2002

[Core Values: If You Have Them, Are You Really Living Them?](#), Forbes, 2017

[When It Comes to Culture, Does Your Company Walk the Talk?](#), MIT Sloan Management Review, 2020
