

Pragmatic Ideas to Bring Your Values Alive

Please note that the following ideas are a summary of professional experience over the past decade working with various clients on company value themes as well as relevant ideas through literature, consultant exchanges and other sources of inspiration.

For specific support regarding your company values initiatives, please contact [Dan Norenberg](#) for a personal discussion.

1. Conduct a values audit in your organization, starting with top management.
2. Exchange company values in best practice. Starting with top management, ask them to name a specific person (and situation where possible) where this person exemplifies the company value names.
3. Gain both verbal and written agreements that the company values that are developed in your organization are both sponsored, owned and driven by senior management. While Human Resources and Learning and Development groups can support company value initiatives, left in the hands of Human Resources alone will resort in a disappointing failure.
4. Identify, collect and summarize stories from your employees (those from customers also work very well) and distribute them throughout the company.
5. Use your company values to acknowledge what people are doing right versus using values to tell people what they are doing wrong.
6. Consider a company-wide online values jam. See IBM Values Jam for more information.
7. Values cafes and brand blogs can also support bringing your company values alive.
8. Avoid corporate, top-down one way communication push processes to inform employees about company values. A waste of both time and money.
9. Public disclosures how top leaders use company values to take decisions, run meetings and interact with customers are extremely helpful to bring values alive.
10. Top leaders sharing their mistakes and failures and how leaders used the company values in analysing these failures can help employees make connections to senior leaders as human beings.