



MODULE

COLLECTIVES AND NETWORKING COMPETENCE

Unit 1 | Activity 1 Brainstorming my Company's Core Values



15min



- Pen and blank paper
- Timer/stop watch
- Access to internet

DESCRIPTION

This activity will help you locate your company's core values and strengthen your possibility of finding relevant and useful collaborators. It is also really important for communicating with your customers, whether it is Business to Client or Business to Business.

THE ACTIVITY

If you are going to collaborate with others and expect them to provide value to you, you also need to know what value your business brings to them. This way you are able to create opportunities to network, as you know what you are looking for and what you can give them in return.

Your business values are the things that you believe in and the reason why your business exists. It influences the way your business is run and determines the priorities and the measures you use to tell if your company is turning out the way you want it to.

This activity will help you locate your business' core values and strengthen your possibility of finding relevant and useful collaborators. It is also really important for communicating with your customers, whether it is Business to Client or Business to Business.

Step 1: What are your values? Quick brainstorm version

LET'S LOCATE YOUR BUSINESS' CORE VALUES



Let's start by locating your values...

Think of the:

- Activities that you do on a daily, monthly, and/or yearly basis
- Products and services that you provide
- Production and development methodologies that you use.

Set a timer for 1 or 2 minutes and brainstorm by writing all the things that you can think of.

Don't stop to reflect, you can always remove anything that you don't like afterwards. The point here is to get as much down on paper as possible.

THE THEORY

The values of my business?

Business values are the principles you stand for personally – for example, loyalty, integrity, perseverance, determination, green innovation, responsibility, passion and fair-mindedness. They reflect how you lead with your purpose statement, show what your business' purpose is, and define the reason why your organisation exists. These values are what make your business unique, and they are easy to understand and remember. And finally, your values must cost you and be dynamic. So don't forget to update them over time.

Why is knowing my business' core values important?

When positioning your company on the basis of sustainability, these need to be authentic statements. Stakeholders and shareholders will see straight through "green washing", aka making fake sustainability statements, as it's difficult to show the results of fleeting and intangible statements. Truly sustainable values will be visible in the results and show stakeholders/shareholders that this is what you do. Furthermore, if you are planning on collaborating with others and expect them to provide value to you, you also need to know what value your company brings to them. That way you are able to create opportunities to network, as you know what you are looking for and what you can offer them in return.

Your company values are the things that you believe in and the reason why your business exists. They influence the way your business is governed, and they also determine the priorities and the measures you use to tell if your business is turning out the way you want it to.

To get started, we will need to have a clear understanding of:

- What are the values on which my business is based?
- To which extent are these values sustainable?
- What value does this create for others?
- Which values do I need external help to gain/maintain?

Values exist, whether you recognise them or not. Having a clear understanding of your values will enable you to make decisions based on these and you will find it easier to honour them. They help you to answer questions like:

- What products/services do I need to focus on selling?
- Should I compromise, or be firm with my position?
- Should I follow tradition, or travel down a new path?
- How does what we do/sell/produce resonate with our customers/suppliers/collaborators/stakeholders?

Once we have answered these questions, we will be able to define the company's core sustainability values. This is why making a conscious effort to identify your values is so important. This activity will help you locate your core values and strengthen your possibility for finding/reorganising the collaborators that are relevant and useful to you and vice versa.

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