

BRAND & CORE VALUES

Keep promises to the market and the team



WHAT IS THE BRAND & CORE VALUES ENGAGEMENT?

The Brand & Core Values engagement establishes foundational values for an organization. The package infuses common language for the participants -- clearly defining the organization's promise to the market (Brand Values) and promise to the team (Core Values). Key principles provide a framework for participants to identify and define values, confirm congruence, and ensure the values are adopted by the team.

How do I know if my organization needs this key element?

If you are facing challenges with hiring quality people, lack of staff buy-in, resistance to change, employee turnover, inadequate product differentiation, or leadership-staff gap, your organization will benefit from the infusion of clear, strong Brand & Core Values.

Why is having Brand and Core Values important?

Values are the most powerful catalyst in an organization. They form the cornerstone for everything that a company does and accomplishes. Common values are what holds a diverse workforce together to accomplish the extraordinary. Values must be clearly defined to guide how people behave internally toward each other and externally with customers. Core Values represent an internal promise made to the team, and Brand Values represent the external promise made to the market. Companies with these two sets of values become differentiated in the marketplace for employees and customers.

What does the process look like?

A Brand & Core Values engagement is facilitated by a Certified Organizational ReWilding Adviser and consists of 3 - 5 meetings with the company's Leadership Team. Throughout the engagement, video content is used to communicate key principles to participants. In-person meetings put the principles into practice, as the client's team works to identify and define Brand and Core Values for the organization, confirm congruence between the two sets of values, and design a program that ensures the values will be adopted by the organization. Participants learn how to clearly define, frequently communicate, and consistently demonstrate the two sets of values.

HOW DOES IT BENEFIT A BUSINESS?

Companies that complete a Brand & Core Values engagement routinely experience these benefits:

- Common values that hold a diverse workforce together to accomplish the extraordinary
- Reduced employee turnover
- Greater staff buy-in
- Superior customer experiences fueled by strong Brand Values
- A shared language that allows for deeper, more effective conversations
- Clear distinction between Core and Brand Values
- A clear plan for rolling out the values to the organization

