

THREADS  
GUIDE TO  
CORE  
VALUES

THREADS  
CULTURE

# CREATING YOUR CORE VALUES

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🕒 3 HRS

## NEED HELP CREATING YOUR CORE VALUES? WE CAN HELP FACILITATE THIS FOR YOU!

### Culture Challenges Addressed:

Don't have Core Values that reflect your company or organization?

### 5 Takeaways:

- Core Values - statements and definitions
- Measurables - criteria for each core value
- Rollout plan - including stories to support the “Why” for each value
- Documentation - a record of the creation process
- Enhanced Relationships - as you establish the foundation of your culture

The Core Values Exercise will walk you through the steps of establishing, enhancing and/or recommitting to, the core values of your organization. With the team(s) of your choosing, Threads will facilitate a hands on workshop, which will dive to the core of what makes your the company who you are. Once established, your core values will guide your organization in setting clear expectations to recognize, coach and/or hold accountable to your culture.

**Want to get started?** Email us at [contact@threadsculture.com](mailto:contact@threadsculture.com) to get a free coaching quote!

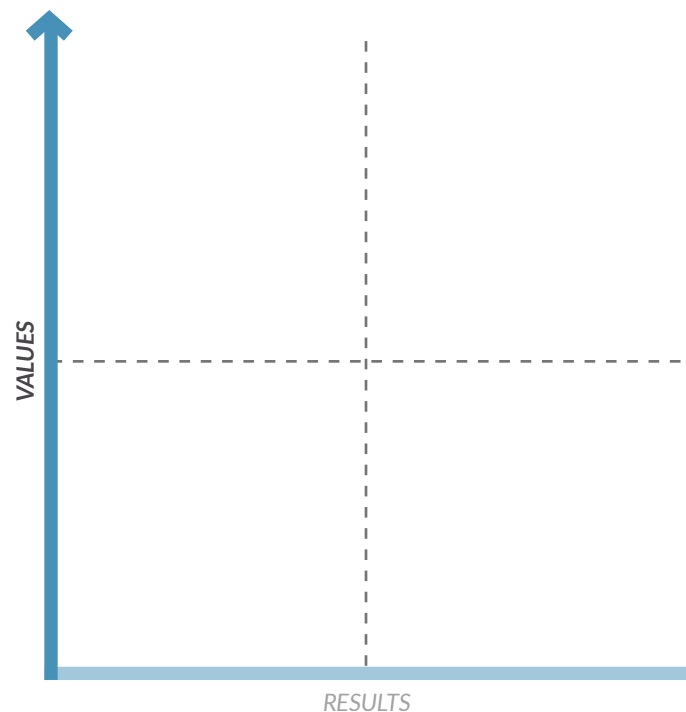


# CORE VALUES

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## ORGANIZATIONAL CULTURE

- Finding the right **Core Values** is a key part of measuring your culture.



- Your core values unite your organization because they apply to everyone, regardless of job description.
- This guide will walk you through **how to uncover** the real core values of your organization and **how to apply** them to your review and hiring processes.



# CORE VALUES GAME

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## USE WHEN AN ORGANIZATION

- Doesn't have published core values.
- Is interested in updating or defining core values.
- Wants to confirm their published core values are accurate.

## OBJECTIVES

- **Identify** and **define** an organization's core values.
- Produce data to create review criteria based on the organization's core values.
- Produce data to create interview questions that determine if applicants have the organization's core values.

## PARTICIPANTS

- Moderator – Responsible for leading the game. Can be an executive coach or the CEO of the organization.
- Up to 10 participants from the company.
- **IMPORTANT** – Participants should be the employees that the CEO believes **most exemplify the organization's core values regardless of job title**. Do not assume this is automatically the management team.

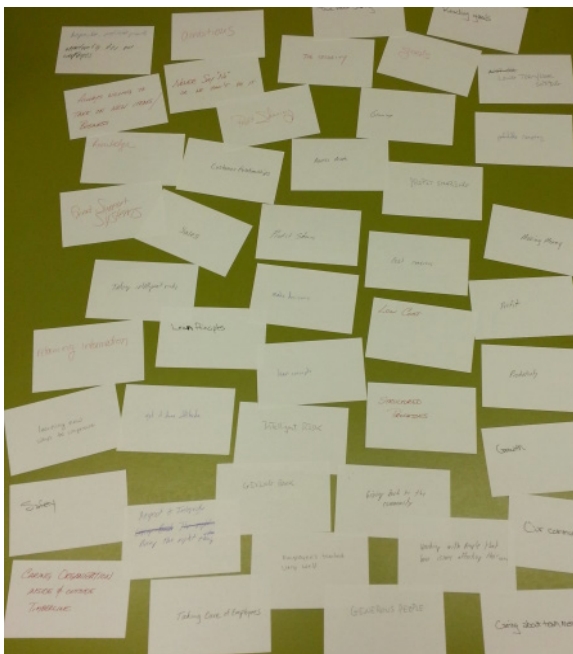


# CORE VALUES GAME

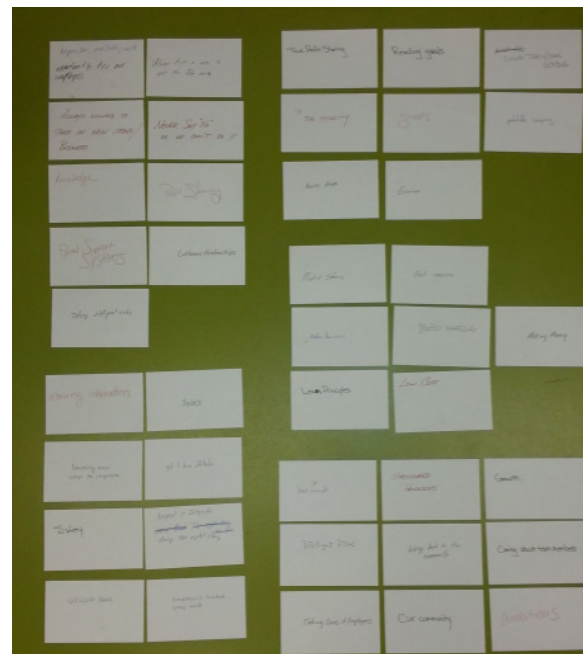
## GAME TYPE – AFFINITY MAP

- Identify and define an organization's core values.
- Produce data to create review criteria based on the organization's core values.

### BEFORE:



### AFTER:





# CORE VALUES GAME

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## MATERIALS

- White Index Cards (if sorting on a table)
- Post-It Notes (if sorting on a wall)
- Pens (different colors for each person works best)



## TIME

- For one person you need 30-60 minutes.
- For larger groups up to 10 people you will need 1-2 hours.
- Larger groups need more time for discussion during the sorting process.



# STEP #1 - QUESTION

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## CORE VALUES QUESTION

- Write or post the following question so it is **visible to all people doing the exercise.**
- You can give each person a handout with the question. You can also write the question on a whiteboard or flip chart at the front of the room.

**Core Values List**  
What is important at our company and what is unique about working here?



# STEP #2 - CREATE LIST

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## BUILDING THE CORE VALUES LIST

- Have each person take 5-10 minutes to answer the question.
- Instruct them to write down everything that comes to mind when they read this question.
- Each person should write only **one idea per index card or post-it note**.

## HOW MANY CARDS TO I NEED?

- For **one person** you need a minimum of 20-25 ideas and a maximum of 40-50.
- For a **group** it works best to have a maximum of 100 ideas. Too many ideas will make sorting crowded and difficult.

## WHAT IF IDEA FLOW IS SLOW?

- **Try inverting the question:** Ask everyone, “What is your company not? What does our competition do that we would never do?”
- Tell the participants to think of the things their organization is “NOT” and then write the opposite.



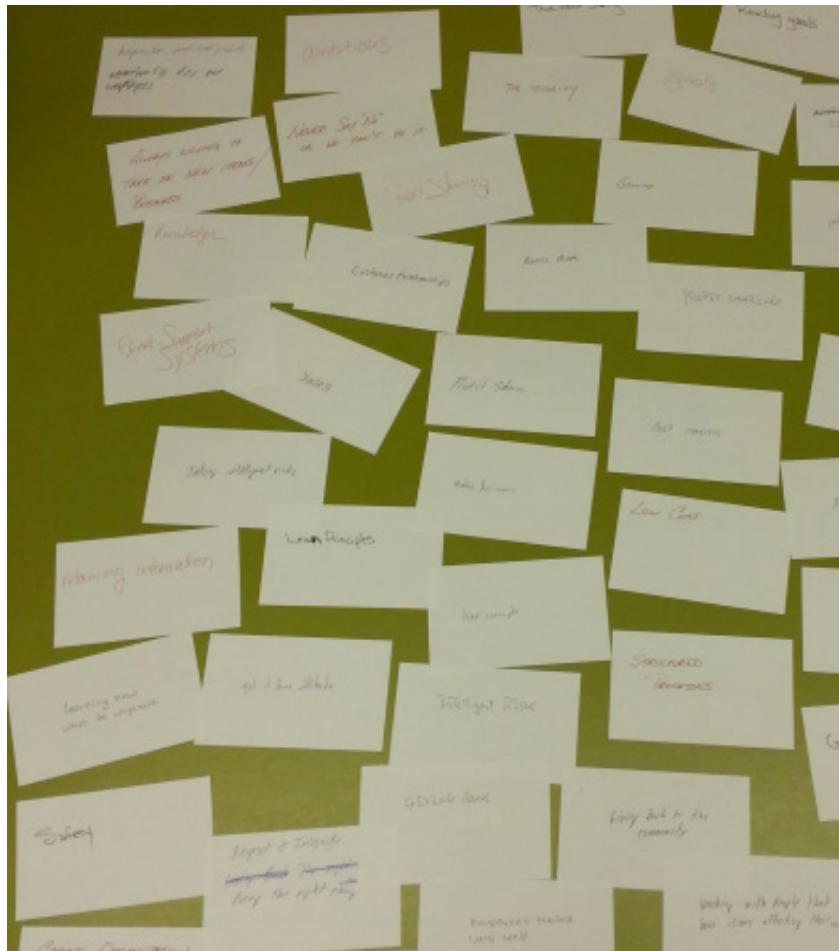


# STEP #2 - CREATE LIST

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## DISPLAY THE IDEAS

- Gather all the cards or post-it notes from the participants.
- Mix the cards up and place them all on the table face up.
- **Every card should be visible** to the participants, like the picture shown below.





# STEP #3 - SORTING

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## ORGANIZE CARDS IN 5 GROUPS

- Instruct the participants to start sorting the cards in to similar groups.
- For example, if someone wrote “teamwork” on a card and someone else wrote “We help each other out” then you would place those cards together.
- **DO NOT cover any cards.** All cards should be visible for the entire sorting process.
- **DO NOT discard or hide duplicates.** If the same idea or thought is repeated on multiple cards, that indicates significance.

## COMMON ISSUES

- **Ideas that don't fit.** Move any ideas that don't have a place in to a “parking lot” on the side of the sorting area. They may not be important or they may find a home as the sorting process continues.
- **Too Many Groups.** Five groups is the ideal number. Ten is the max. These groups will become your core values. If you have too many groups, have participants vote on the 5 most important.



# STEP #3 - SORTING

## FINAL GROUPS

- After sorting, your initial list of cards should be organized in 5-7 groups like the picture shown below.
- Each group includes its own set of different, but related ideas.





# STEP #4 - DEFINE

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## CHOOSE YOUR CORE VALUES

- Choose a key word or concept that summarizes each group of cards.
- **The key word or concept you chose from each group is one of your core values.**
- The organization can have confidence these are the right core values because the ideas that make up each group are **(1)** weighted by significance (# of cards) and **(2)** are made up of what you have identified as most important about your organization.

## DEFINE YOUR CORE VALUES

- Defining your core values will help everyone who works at your organization clearly understand and remember each one.
- **Definitions should use actual terminology found in each group of cards as much as possible.**
- It is easier to communicate your core values when the definitions are in your own words.

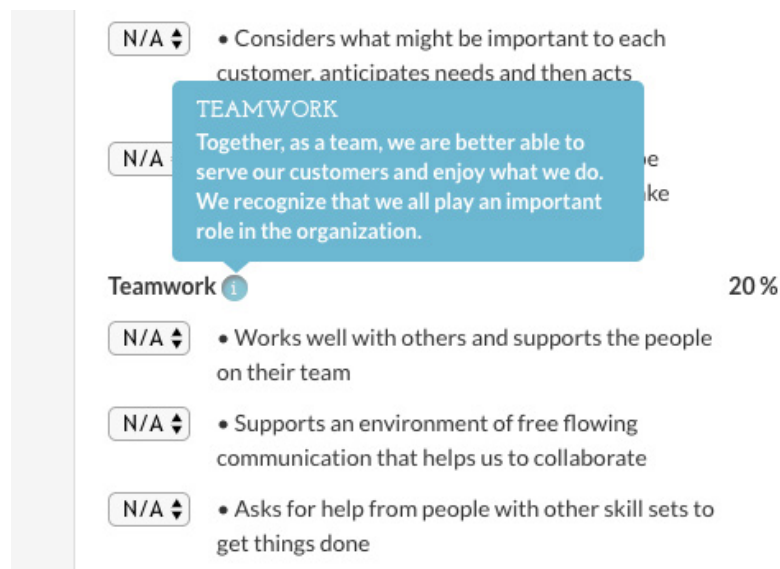


# STEP #5 - APPLY

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## CORE VALUES IN YOUR REVIEWS

- Your Core Values and definitions are shown on every Threads review form.
- Use the ideas from the cards to help you **create review criteria to measure each of your core values.**





# STEP #5 - APPLY

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## CORE VALUES IN YOUR INTERVIEWS

- Refine your interview process to determine if potential hires will work with your core values in mind.
- Use the ideas from the cards to help you create interview questions to measure each of your core values.

\* Review Title

2020 Annual Review

INITIATIVE  
We take action when we see things that need to be done.

VA

Initiative ⓘ 20%

N/A ⇅ • Takes the initiative to help where help is needed, without being asked (Example Core Value Ratings)

N/A ⇅ • Takes pride in their work and holds themselves to a very high standard of performance

N/A ⇅ • Demonstrates personal accountability to co-workers by fulfilling their role on the team



# NOTES

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If you have any further questions feel free to head over to our website or email us at [contact@threadsculture.com](mailto:contact@threadsculture.com).



# COACHING SERVICES

## CREATING YOUR CORE VALUES 3 HRS

The Core Values Exercise will walk you through the steps of establishing, enhancing and/or recommitting to, the core values of your organization. With the team(s) of your choosing, Threads will facilitate a hands on workshop, which will dive to the core of what makes your the company who you are. Once established, your core values will guide your organization in setting clear expectations to recognize, coach and/or hold accountable to your culture.

## BEST CULTURE WINS 1 HR



High performing cultures are not determined by who has the most flavors of free soda! What it really takes may surprise you. Designed to inspire action, this presentation will share personal experiences on what it takes to make and break a thriving culture.

## THE CORE VALUES COMMITMENT 1 HR

At the end of the day, what makes or breaks an initiative is how well it is supported and modeled, by the leaders of the organization. In this session, leaders will discuss the level of commitment it takes to create and support a thriving culture - creating a symbol that will signify their unity and commitment.

## BRINGING CORE VALUES TO LIFE 1 HR

"I'll believe it when I see it!" Putting your values front & center, infusing them into all aspects of the organization, is key to culture enhancement. From concept to communication, our Threads Coaches will share the importance of visuals, imagery and storytelling, as they pertain to your core values and will guide your steps into this crucial and often forgotten component of engagement.

## THE EXPECTATIONS PLAYBOOK 1 HR

Regardless of your position, as an employee, you want to know what is expected of you. This hands on workshop will walk you and your team through the steps of creating measurable results criteria for every position in your organization.

## PRE-REVIEW PEP TALK 0.5 HRS

Review day is a big day for employees and managers alike. It is the day when all of the hard work or lack thereof is formally captured and communicated. Conducted in either group or individual sessions, your Threads Coaches will work with you to ensure you are ready to deliver and communicate real results.

## REVIEW YOUR REVIEW PROCESS 1 HR

Organizations commit a significant amount of time and money on their review process. Because of this, one would think that this process would be solid, effective and looked upon as a treasured event. In fact, it is just the opposite - reviews suck! They suck for leaders and employees alike! During this session, we will review your review process and identify what is keeping people from making this a valuable and sought after process.

## THE TRUTH ABOUT DIFFICULT CONVERSATIONS 2 HRS



Designed to encourage and inspire, this session focuses on the 3 kinds of conversations you'll have: the one with yourself, the one with others and the one you allow others to have with you.

## COMMUNICATING FROM YOUR CORE 1 HR

Consistent flow of open and honest communication is key to a dynamic, high performing culture. This session focuses on what it takes to give and receive effective feedback, leaving you and your team(s) prepared for the level of communication required to build a dynamic and thriving culture.

## REVIEWS DONE RIGHT 1 HR



Conducted prior to your review period, your Threads Coaches will share best practices for creating and conducting performance reviews. In addition, we will work with your leaders to ensure their reviews are an accurate reflection of employee performance and culture alignment and completed on time.

## IT'S NOT THE RATING SCALE 1 HR

This presentation points out the downfall of traditional scales and the fallacies in the upgrades that have happened over the course of time. Dive into the Threads rating scale, with real examples of how the scale, when used correctly, will bring desired results.

## YOUR FEEDBACK MATTERS 1 HR



Feedback is an essential part of the success of an individual, team and organization. Not only is important to hear feedback, it is also important to capture it in the form of documentation. In this session, we will discuss all aspects of giving and receiving feedback, including best practices for documenting.

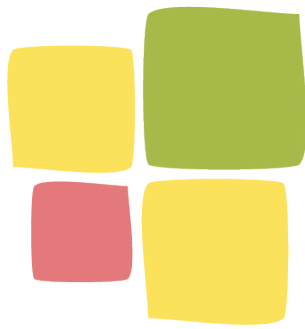


Learn more about [Threads Coaching](#) or email us at [contact@threadsculture.com](mailto:contact@threadsculture.com) or call us at 319-236-0100



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# THREADS CULTURE

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