



People have values in every area of their lives. Depending on your perspective as a business owner, values from any area of your life might apply to your company. To identify the values at play in your business set down on paper what's most important to you in the areas of relationships, financial objectives, business strategies, communications, mental health or spiritual restoration and physical life experience.

Identify which of your personal values are important to you in your company. For example, some people find that their spiritual or religious beliefs are important in

their business. Others find that the spiritual aspect of their life is very personal and shouldn't be a priority at work. Or, a person who feels strongly about outdoor activities might not feel their relationship with the outdoors is a value in their business, but if their plan is to have every employee team building exercise be a strenuous outdoor activity it might be a value that *is* important to share.

You'll find a helpful action plan for this exercise here: [Value Statement Action Plan](#)

There are no right or wrong values to communicate to your team, unless you're putting something on paper because you think it's what is supposed to be there rather than because it's the truth. Many people have the experience of working in a company that says they value family, but it's really difficult to get time off for a sick child or a parent teacher conference. It is more harmful to communicate values that you don't model in your actions than to have no values communicated at all.

The point is that it's *your* company, it's *your* style, and it's *your* responsibility to communicate clearly with your team who you are, what you value, and what you will model in the business so that people will know what to expect.

When you're clear about your style you will attract the right people to your team. Your employees will be motivated to support your business because they care about your mission and are in alignment with your values. Once you've established a framework for how your team will work together it's important to tell them where you want to go.