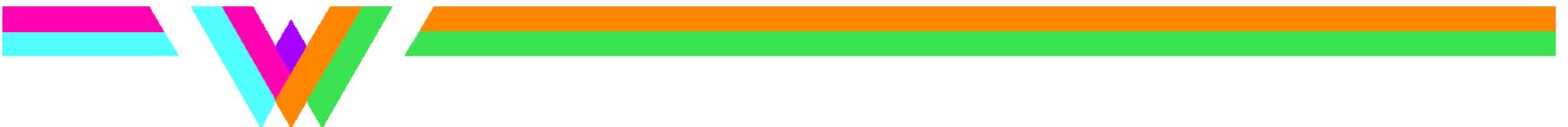


# Building Your Business on Core Values

## YWCA Building Sustainable Futures



Prepared by YWCA Hamilton as part of the curriculum of YWCA Hamilton Women's Enterprise Centre's **PowerUp Ready**, the program documented for Phase Three of the YWCA Building Sustainable Futures project.



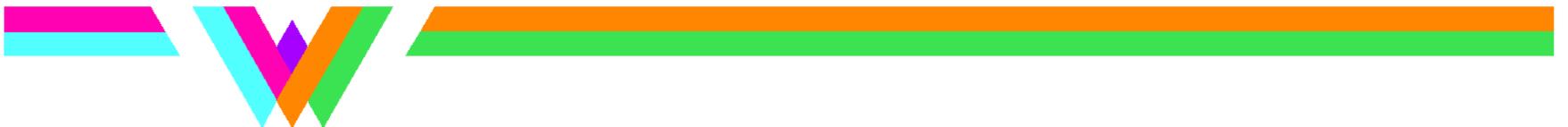
# Learning Objectives

- Identify your core values
- Create a cluster of values
- Develop a value statement with your top 3 values, and how they relate to your business



# Agenda

- Introduction to values in your business
- Warm up – Guess Who?
- Choose your values
- Cluster your values
- Video – values at the core of business
- Break
- Write a value statement with your top 3 values – group activity
- Brainstorm about how to reflect your values in a business
- Debrief



# Introduction to Values

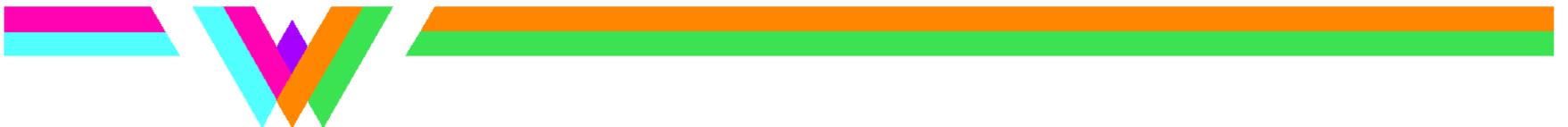
## What are Values?

- Values are the norms and principles that we live by and that guide our actions every day. Our life's mission, whether personal/work/business, will ideally be guided by the values we choose to live by and to communicate to other people.



# Introduction to Values

- Conflicts that may arise in our lives can often be attributed to conflicts with our values.
- Staying on track and being true to our word can help us to maintain control in our lives and direct our business more successfully.



# Introduction to Values

- You can incorporate values into your messaging and the policies followed by your business.
- How you sell to people, when you sell, how you deal with problems, giving back to community – all these impact the effectiveness of your interactions with customers.
- Being successful matters, but connecting with customers on core values can help build stronger, more lasting customer relationships.



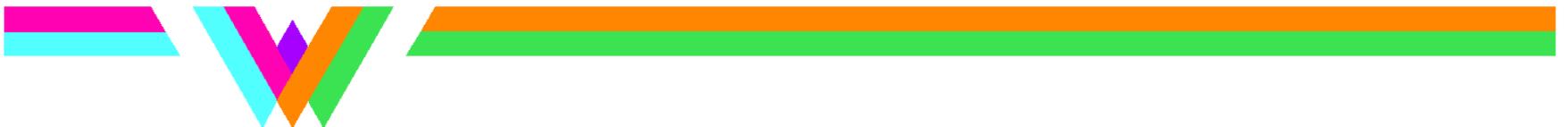
# Introduction to Values

- Core values help companies in decision-making processes.
- For example, if one of your core values is to stand behind the quality of your products, any product that doesn't reach the satisfactory standard should be automatically withdrawn from sale.



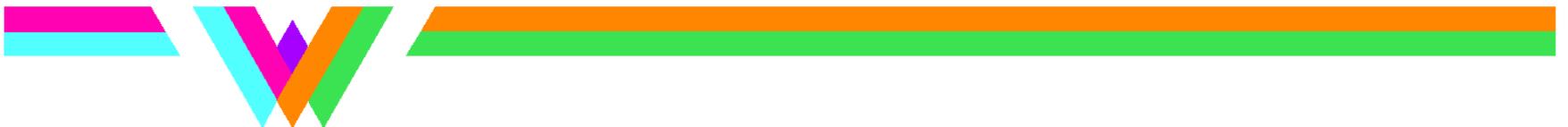
# Introduction to Values

- Core values can help educate clients and potential customers as to what the company is about, and clarify the identity of the company.
- Especially in this competitive world, having a set of specific core values that speak to the public is [definitely a competitive advantage](#).
- You can build stronger relationships, and attract repeat customers who respect your values.



# Introduction to Values

- To help you get started, here is a list of company values from the shoe company Zappos:
- “As we grow as a company, it has become more and more important to explicitly define the core values from which we develop our culture, our brand, and our business strategies. These are the ten core values that we live by...”



# Introduction to Values

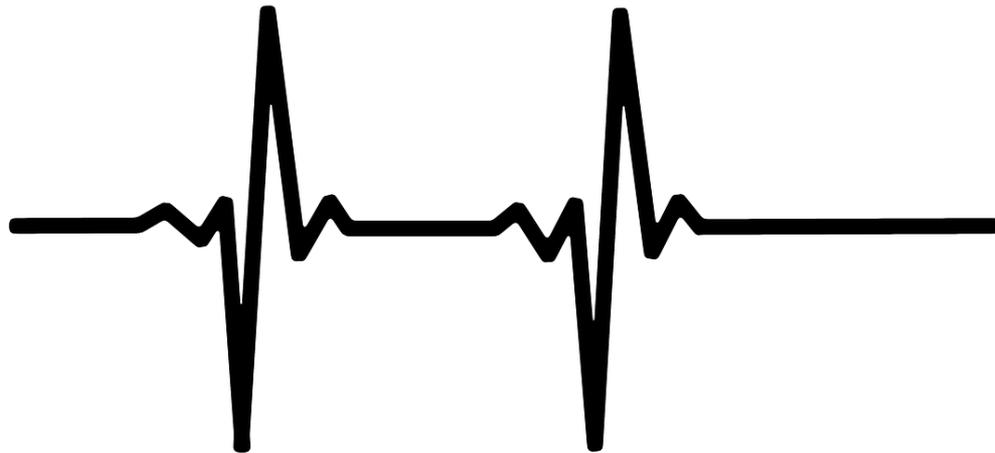
## Zappos's Values:

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble



# Values

- **Values are the heartbeat of a company**
- Companies whose values are up front and clear, and that base their decisions on these values, tend to prosper.



# Warm up: Guess Who?

- If you could be anyone in the world, who would it be? (Don't tell us who – we'll try to guess the person.)
- What are the characteristics or values of this person you identify with?



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# Warm up: Guess Who?

- These characteristics relate to the values we appreciate and that resonate with our own lives.
- Customers are like us – they relate in the same way to companies that share their strongest values.

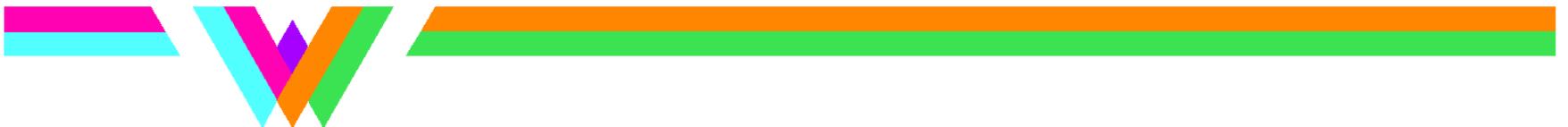


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# Stimulus

- From the Values Worksheet A, choose and check off the values that you feel connected to and relate to. (page 2)
- Once you have identified your values, then identify your clusters, and group the values using the grouping Worksheet B. (page 3)



# List of Values

Accountability

Awareness

Balance

Beauty

Boldness

Calmness

Cleanliness

Closeness

Commitment

Compassion

Confidence

Connection

Consciousness

Contentment

Cooperation

Courage

Creativity

Decisiveness

Determination

Dependability

Dignity

Diligence

Discipline

Discovery

Diversity

Duty

Education

Effectiveness

Empathy

Encouragement

Excellence

Experience

Expertise

Exploration

Fairness

Faith

Flexibility

Focus

Freedom

Frugality

Fun

Generosity

Gratitude

Growth

Happiness

Health

Honesty



# List of Values

Hopefulness

Humility

Humour

Integrity

Intimacy

Intuition

Kindness

Leadership

Learning

Love

Loyalty

Mindfulness

Moderation

Motivation

Openness

Optimism

Organization

Originality

Passion

Peacefulness

Persuasiveness

Professionalism

Reason (or Logic)

Resilience

Respect

Sacrifice

Security

Sensitivity

Sensuality

Serenity

Significance

Simplicity

Spirituality

Stability

Strength

Structure

Success

Support

Sympathy

Thoughtfulness

Thrift

Timeliness

Trust

Understanding

Uniqueness

Usefulness

Virtue

Vision



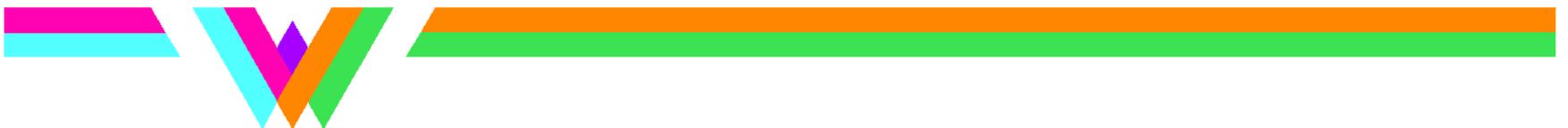
# Making a Connection

- When choosing your values, did you think of a specific situation?
- What stands out for you in choosing and grouping values?
- Can you reflect on a time where you used your values to guide your decision-making?
- Have your values changed over time?
- Is it important for you to identify your values in your business?  
How will you message them to your customers?



# Business Values

- Identifying one's own values puts a spotlight on them and can help a person keep grounded and aligned with their goals.
- In business, there can be many ways to make money, but an increasing number of companies find success by connecting with consumers' core values.
- Values in a business can often influence a customer's buying decisions.



# Business Values - Example



L'Oréal Foundation: Our beliefs, our commitments, our actions (YouTube video)  
<https://www.youtube.com/watch?v=am4Tvj5KWhk>



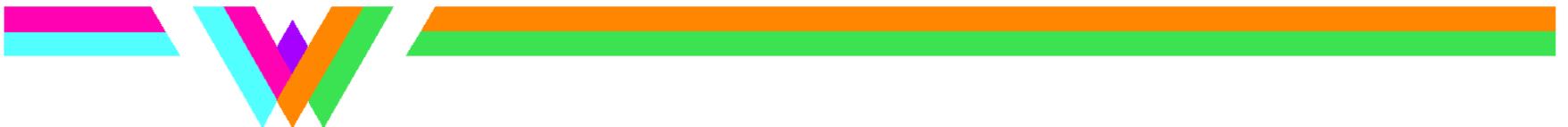
# Business Values

- What values did you see displayed by the company in this video?
- What is the impact for companies that have strong values when customers buy from them?
- What can happen when a company does not live up to its values?



# Test Drive Your Values

- Choose your top 3 values from your value Worksheet B.(page 3)
- Write down your value statements on Worksheet C.(page 4)
- How do these values relate to your business?



# Example of a Value Statement

- My top 3 values are: family, leadership, and community.
- **Value statement:** I am someone who values spending time with my family, supporting community efforts, and playing a leadership role in things that I do.
- How does this impact my business?



# Connecting Values to Business

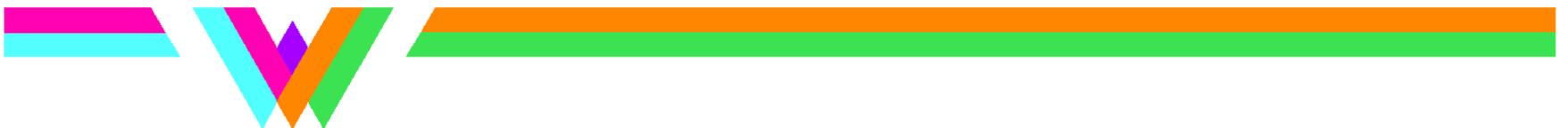
- When messaging your customers, your top values will be relevant and can set you apart in your Unique Value Proposition (UVP).
- How do you incorporate values into the business?
- Many people out there want to make money, but a great small business owner will think of things over just monetary value...



# Connecting Values to Business

Some strategies to build trust in your business:

- Guarantees
- Returns
- Policies on sales
- Sales techniques that are not manipulative
- Building relationships through sales
- Following up to ensure customer satisfaction
- Offering solutions, not gimmicks



# Connecting Values to Business

- Our values directly guide the decisions we make in our business.
- By incorporating strong, consistent values into the messaging and marketing and other areas of our business, we can attract and keep customers.



# Debrief

- Choose one thing and speak about it!
- When you picked your top 3 values, how did you give them meaning?
- What did you learn about values and your choices?
- Do these core values make you feel good about yourself and your company?
- What surprised you?
- How can these values help promote your business and keep customers coming back?

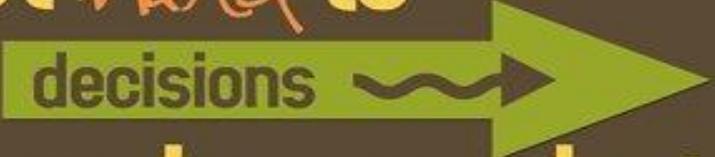


# Debrief

- Having values and making them known can be very effective in business.
- Entrepreneurs have to make decisions every day, and these decisions should reflect their values if they are to keep customers coming back.
- Staying true to your core values reduces potential for conflict between your personal life and your business, and as a result reduces stress.



# Values and Business

It's not *hard* to  
make **decisions**   
once you know what  
*your* **VALUES** *are.*  
~ Roy E. Disney





WOMEN'S  
**ENTERPRISE**  
CENTRE

**BE BOLD. BE BRIGHT.**

