

Values and the company culture

the things that every CEO and politician is talking about, yet very few of them are aware that they could and they should measure them.

Values are the building blocks of your company culture.

We talk about values every day. Why?

Because they are immensely important. In the 21st century values and culture are becoming the essence of doing things.

When it comes to business, values are so important that could make or break your business.

Companies with toxic culture are losing precious employees, their energy, time and money.

Even the profitable companies, who don't have balanced cohesive culture and aligned values are losing millions every day.

Most successful companies historically are those that have great corporate culture.

The important thing we all need to be aware of is that values manifest in our lives as behaviors.

For example:

The value (creativity) = creative behavior, processes and attitude

The value (corruption) = dishonest, corrupted behavior, practices and attitude

Values could be positive (creativity, honesty, environmental care...)
and limiting (corruption, bureaucracy, blame...)

If you pay attention to most CEOs and democratic political leaders talks, you'll notice how often they talk of values. Just listen to what they say.

Companies, NGOs, governments are talking values all the time.

If you read the web sites of these organizations, you'll find a page where they are stating their values. Mostly the stated values are positive, like excellence, creativity, care for our employees, ecological awareness etc.

Sadly, the "talk" (values) is often different from the "walk" (behaviors)

The reality of the internal corporate culture is often very different.

What do I mean here?

Before we measure the values and the culture with precise instruments, we could not know with certainty what the culture is.

"If you can measure it, you can manage it"

Robert S. Kaplan, David P. Norton,

If we want to check the authenticity of our company culture, CEO, political leader or some of our managers, we must measure the values behind.

Stating the values chosen on the management board strategic development retreat is not enough, (unless this is done with measurement before).

Frankly my experience shows that in most cases the chosen values are so different from the actual ones within the company culture.

Today Culture Transformation Tools (CTT) offer incredibly powerful and precise insight into your company values.

Measurement is the first step that CEOs and leaders should do towards creating cohesive aligned culture.

Failure to recognize this and postponing to measure and manage your company culture will result in loss of precious people, energy and ultimately money.

Lots of money.