



Core Values Workbook: Part 3 (Optimization)

Make it Sticky: (How to Live It!)

What would it look like if your employees were as rabid fans of your company culture as they are for their favorite sports team? Incorporate your answers below into your organization and formalize it through your processes and protocols.

Advertise:

How are you going to let people—employees and patients—know about your core values?

- Posters
 - Have this visible in high traffic areas (both staff AND patients)
- On your website/social media

Communicate:

How and when will you reference and communicate core values?

- Make it part of every conversation, staff meetings, and email

Frame:

How are you going to use your core values to frame difficult conversations?

- Use core values to problem solve (especially useful in HR conversations/ performance reviews, but also interpersonal and operational issues)

Ground:

How will you use these in difficult organizational and strategic/tactical decisions?

- Post your core values where key decisions are made
- Read out loud your core values prior to any key decision

Hire & Promote:

How will you use it during the recruitment, hiring, onboarding and promotion process?

- Use as a filter to your hiring and onboarding process
- Recruitment of staff friends who “get it”
- Promote based on it

Celebrate & Award:

How are you going to recognize those that are living it?

- Highlighting and sharing when core values are being seen in action (whether observed by leadership, peers or patients)
- Create an award for the staff member who exemplifies your company core values the best.