

Sample Statement of Core Values

A statement of core values sets clear expectations for people in the organization. Here's an example of a core values statement. This sample is a modified version of The Management Center's statement of core values.

We believe in...	Meaning...	Which leads us to do things like...
Impact	We obsess about the ultimate outcome of our efforts on our clients and the world, we are brutally honest with ourselves about what's working and what's not, and we constantly strive to do better.	<ul style="list-style-type: none"> • Selecting clients who are most likely to benefit from our work and whose success we believe will lead to real change in the world; • Holding ourselves to goals around whether clients have actually changed their practices; • Focusing clients on practices we believe will most lead to better results for them; and • Trying out new ways to work with clients to see what sticks.
Helpfulness	We go above-and-beyond to be useful and view it as our job to make things as easy as possible for clients to implement and internalize.	<ul style="list-style-type: none"> • Creating tools that people can use with minimal effort; • Suggesting language and even scripts so it's as easy as possible for clients to implement our recommendations; and • When clients struggle to implement a practice, first asking ourselves what we could be doing differently to help them succeed.
Humility	We are deeply on our clients' side, we try to put ourselves in their shoes, and we appreciate how hard their jobs and	<ul style="list-style-type: none"> • Appreciating that if there were easy answers to client dilemmas, they usually would

	the challenges they face can be.	<p>have thought of them;</p> <ul style="list-style-type: none"> • Asking ourselves “what would I really do?” when considering client challenges; and • Understanding when clients have to prioritize things other than us.
Inclusion	We value the range of different backgrounds people bring to their work, appreciate how those backgrounds make us better at what we do, and strive to create an environment in which everyone who demonstrates our values and delivers on their responsibilities thrives.	<ul style="list-style-type: none"> • Seeking high quality job applicants from diverse backgrounds; • Recognizing the many ways power and privilege play out in the world and the workplace and working to combat them; and • Offering flexible work arrangements so people can pursue their priorities outside of work.
Realness	We talk like real people and say what we mean.	<ul style="list-style-type: none"> • Avoiding jargon like the plague; • Admitting when we have no idea what we’re talking about; and • Being transparent about our concerns.
High Bar	We have unusually high expectations for ourselves and for our work.	<ul style="list-style-type: none"> • Thinking deeply about our recommendations to make sure they really make sense for a particular client; • Being “unreasonably picky” about who we bring on our team; and • Ensuring external documents are smart, well-written, and typo-free.

Making Your Organization's Core Values Actionable

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