

The Seedling Sheet



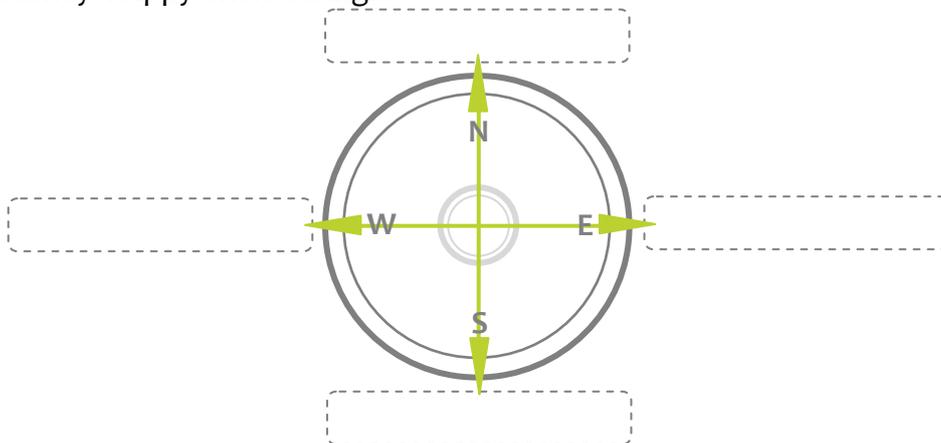
01: Creating Business Values that Count

The Essentials

Business values are not a 'nice to have': they are a business essential. But what are they? Business values are what your business stands for - your reason to exist. Think of them as beliefs, principles and attitudes that create a solid foundation from which to build a business. The 'what' of your business - the products or services - may change over time, but your business values should be the glue of consistency that holds your employees, your customers and your culture together. But they are not just words written on Post Its in a drawer, or on a tee shirt, or on your website. You need to make them live and breathe in your organisation every single day, to help guide people to the right decision, to behave in the right way, and to do business in the way you want.

If you do one thing about your business values...

...then go and find a quiet spot away from your desk and complete our Brand Values Compass™, by yourself, or ideally with your team. Imagine this compass will be given to every member of your team to act as a decision-making tool. If you could orientate the business decisions with four values, attitudes or behaviours, what would they be? Would it be thoughts like 'keep it simple' and 'dare to be different', or would it be attitudes such as 'straight forward thinking' and 'make people happy'? Write your values at each point of the compass. The Brand Values Compass™ is just the start of your Brand Values journey. Happy orienteering...



Want to know more?

The Business Allotment can help you understand what your business values are and how to bring them to life for your teams and your customers, enabling you to create a solid platform for growth. **The Creating Business Values that Count** is a 2.5 hour module to set you on the journey to having values that will propel your business forward. Contact us today to find out more.

Call Jodie Newman on 07966 482 662 or email jodie@thebusinessallotment.co.uk

www.thebusinessallotment.co.uk @bizallotment

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