

Worksheet for Establishing Values for Your Business

As explained in the course, company values provide a coherent philosophy by which you and those who work for you can perform their jobs. Use this worksheet to write down your thoughts, ideas and action items as they relate to your business and its values. The questions below follow the topics discussed in the course. Follow along and pause the video to answer your questions, and then continue playing to advance the slides.

Clear values can help keep a business on track because they provide a framework for decision-making and behavior, including hiring decisions and marketing practices.

Why Are Values Important to My Business?

Has a company's decisions, beliefs, and/or values ever affected your business with them? Was it a negative or positive encounter? Think about this for a minute, and then write a sentence or two about how you think values can improve or be important to your business?

Customer Service Values:

List the customer service values that you appreciate most when dealing with a business. Can you think of additional ones?

Which Customer Service Values are most important to your business? Why?

Organizational Values:

Can you list any effective organizational values that you have observed when working for a business?

Which Organizational Values are most important to your business? Why?

Psychological Values:

What are the psychological values most important to you when you buy from a business?

Which Psychological Values are most important to your business? Why?

Identify Personal Values; Gather Values from Key Players:

List three personal values. How do you demonstrate these values in your daily life?

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If applicable, what do the other key players in your company value? “Key players” is nothing to get confused about. In a one-person business, a key player could be a spouse, or in a larger business, it could be a partner, investors, managers, or other key personnel.

If applicable, what do your employees value?

Do you know what do your customers value?

Combine Values:

When looking at your values and those of your customers, your businesses, and your employees, are their commonalities? If so, how can you use these values to strengthen your business?

Where there are differences, what problems may arise from them, and what action can you take to resolve the differences?

Establish, Communicate, and Implement Your Values:

Once you have combined and established your values, you should narrow them down to 5-7 company values. List them here.

How will you communicate these values to your employees, investors, and customers?

How will you demonstrate these values to your employees, investors, and customers?

Is there anything you will need to change in your business in response to your values?

Integrate Core Values

Do you feel like you are committed to running a Values Based Business? If so, there are many things you can do to integrate your list of core values with your employees, your customers, and other areas of your business. The course also described what can go wrong when you're trying to establish values for your company.

Use the space below to plan a strategy for implementing or phasing in your company values. Also consider what actions you can take when something *does* go wrong.

SBA LEARNING CENTER

U.S. Small Business Administration

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RESOURCES:

This worksheet is intended to help you document your ideas and possible solutions to common challenges small businesses face daily. You're not alone! If you'd like talk to someone about your business, the SBA has a broad network of skilled counselors and business development specialists waiting to help your business start, grow, and succeed. Below is a short description of our resource partners:

- There are more than 1,000 **Small Business Development Centers (SBDCs)** located around the country. SBDCs provide management assistance to current and prospective small business owners.
- **SCORE** is a powerful source of free and confidential small business advice to help build your business. More than 10,000 SCORE volunteers are available to share their experience in lessons learned in small business.
- **Women's Business Centers (WBCs)** assist women and men in achieving their dreams by helping them start and run successful businesses. Over 90 WBCs are located around the country.
- The **SBA** has over 60 **District Offices** located throughout the country to help you start and grow your business.
- The **SBA Learning Center** is a powerful virtual campus with online training, videos, tools and links to local resources.
- The SBA's Emerging Leaders Initiative is hosted in 27 markets around the country using a nationally demonstrated curriculum that supports the growth and development of small firms that have substantial potential for expansion and community impact. A competitive selection process results in company executives participating in high-level training and peer-networking sessions led by professional instructors.
- **Regional Innovation Clusters** act as a networking hub to connect small businesses in a particular industry sector and geographic region with other business innovators in the same sector and with specialized suppliers, research institutions, large prime customers and investors who also operate in that sector.
- The SBA's **Office of Women's Business Ownership** serves as an advocate for women-owned businesses. The office oversees a nationwide network of 110 Women's Business Centers that provide business training, counseling and mentoring geared specifically to women, especially those who are socially and economically disadvantaged. The program is a public-private partnership with locally-based nonprofits.
- The **Veterans Business Outreach Program (VBOP)** is designed to provide entrepreneurial development services such as business training, counseling and mentoring, and referrals for eligible veterans owning or considering starting a small business. The SBA has 15 organizations participating in this cooperative agreement and serving as **Veterans Business Outreach Centers (VBOC)**.

Find your local resource using our handy zip-code tool: www.SBA.gov/local-assistance

For more information about SBA programs and services, please download the *2014 Resource Guide for Small Business*, available for download at the following URL:

http://www.sba.gov/about-sba/what_we_do/resource_guides