TEAM PERFORMANCE: Transformational Engagement Achieving Momentum™

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How Core Values Can Positively Impact the Bottom Line
– Ellen A. Miller

What are Core Values?

Core values are those values that are most important to us on a daily basis. You can think of values as your invisible motivators. They are why you get up in the morning. They are fundamental to your well-being.

Who are you?

A keen awareness of who you are and what you stand for provides an advantage that separates you from the business down the street. It's long been known that people do business with people like themselves. The clearer you are in communicating your values the more successful you will be in attracting perfect customers, stakeholders and team members for your business. What are your values? What is important to you?

Ways to Determine your Core Values

Think of three people you deeply respect. What are those qualities about them that you respect? List them. Now go back and look at the list. What do you notice? Who do you see? Notice if you see yourself in those descriptions. Circle the top five that resonate most with you. We generally respect those things in other people that are like ourselves.

A couple more questions you can ask yourself are: Why did you open your business? Why did you get into this line of work? What do people say about you? What do people depend on from you? Where do these values occur in your everyday life? For me, one of my core values is being helpful. My friends, clients and business associates can depend on me to help them out when needed. Another one of my core values is making a difference. This value is so important to me that I believe this is one of my core purposes and it is why I chose the profession that I am in today. I believe that everywhere I go it is my job to make a difference--from the grocery store to the cleaners to the office supply store.

Using Core Values as Drivers of your Customer Service Program

The last step is to take a look at the values that are the drivers for your customer service program. Take a moment and think of your perfect customers. What are their core values and how do your core values fit into how your company is listening, handling complaints and calming upset customers? Look and see what values you have in common and which ones aren't in common. Then spend time establishing protocols for handling various situations so that the values of both parties are reflected in the process and solution.

Remember…people do business with people like themselves. The clearer you are on your values, and your customer's values, the more successful you will be in attracting and keeping perfect customers.

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