

Creating a Competitive Advantage through Values Alignment – Barrett Values Centre

There are four critical issues preoccupying the boardrooms of both large and small companies around the world in the 21st century:

- * How to attract and keep talented people?
- * How to increase profits and shareholder value?
- * How to increase creativity and productivity?
- * How to ensure ethics permeate the corporate culture?

Building a successful corporate culture has become the most significant source of competitive advantage and brand differentiation in business today. Our experience in mapping the values of more than 600 companies supports the statement that:

Values-driven companies are the most successful companies.

Why?

- * Values drive culture
- * Culture drives employee fulfillment
- * Employee fulfillment drives customer satisfaction
- * Customer satisfaction drives shareholder value

What Are Values and Why Are They Important?

Values are deeply held principles that people hold or adhere to when making decisions. Individuals express their values through their behaviors. Organizations express their values through their working culture. Research shows there is a strong link between financial performance and the alignment of an organization's operating values to the employees' personal values. Who you are and what you stand for is becoming just as important as the quality of products and services you provide. In *Corporate Culture and Performance*, John P. Kotter and James L. Heskett show that companies with strong adaptive cultures based on shared values outperformed other companies by a significant margin. Over an eleven-year period, the companies that emphasized all stakeholders grew four times faster than companies that did not. They also found that these companies had job creation rates seven times higher, stock prices that grew 12 times faster, and profit performance that was 750 times higher than companies that did not have shared values and adaptive cultures.

In *Built to Last*, Jim Collins and Jerry Porras show that companies that consistently focused on building strong corporate cultures over a period of several decades outperformed companies that did not by a factor of six and outperformed the general stock market by a factor of 15.

John P. Kotter and James L. Heskett, *Corporate Culture and Performance*, (New York: The Free Press) 1992

James C. Collins and Jerry I. Porras, *Built to Last, Successful Habits of Visionary Companies* (New York: Harper Collins) 1994

TEAM PERFORMANCE: Transformational Engagement Achieving Momentum™

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Who are you? What do you stand for?

– Ellen Miller

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?

TEAM Performance works with leaders who are willing to look at themselves and are ready to develop their internal landscape. Key indicators of our perfect clients are they believe living true to their core values is an important way to build up their people and organizations and they believe they are accountable for the organization they create on all levels. We believe the leaders set the tone for the organization and you stand for what you tolerate.

Organizations can only grow as much as the effectiveness of its leaders. Organizational transformation begins with the personal transformation of its leaders. A key element in creating organizational change is to grow your leaders from the inside out and assist them in maximizing their strengths. The culture of an organization is a direct reflection of the personal styles of its leaders. As such, the leaders are the conduit for causing cultural transformation. It takes leaders in alignment for change to filter throughout an organization. The leaders must be the change they want to see to have the employees follow suit. Leaders set an example by walking the talk and living true to the values.

As leaders create cultural change, the world's high-performing organizations understand employee engagement and satisfaction drive performance outcomes. Leaders are obligated to create an environment where their employees can excel. High performing individuals and teams are enabled when they understand their strengths and developmental areas. Maximizing individual and team strengths allows for a greater level of productivity and win-win outcomes. Employees maximize productivity when everyone is working towards the same goals.

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Contact TEAM Performance at #512.750.4929 to learn more.