



Company Core Values Worksheet

Objective: This worksheet helps small business owners define and clarify their core values, ensuring they align with company culture and serve as a strong foundation for decision-making.

Step 1: Define Your Core Values

Core values are the fundamental beliefs and principles that drive your business. They shape your company culture, influence decision-making, and align your team with your mission.

💡 **What values are most important to you as a business owner?**
(e.g., honesty, integrity, innovation, teamwork)

💡 **What qualities do you want to see in your team?**
(e.g., reliability, adaptability, passion)

💡 **What do you want your customers or clients to experience when interacting with your business?**

✎ **Write down your 3-5 core values:**

- 1. _____
 - 2. _____
 - 3. _____
 - 4. _____
 - 5. _____
-



Step 2: Describe Each Value

For each core value, clarify what it means within your business. This ensures that you and your team understand how to embody these principles daily.

- 🔍 **What does this value look like in action?**
- 🔍 **How can you demonstrate this value in your leadership?**
- 🔍 **How can your team live out this value in their daily work?**

Core Value 1:

- **Description:** _____
- **How we live this value:** _____

Core Value 2:

- **Description:** _____
- **How we live this value:** _____

(Repeat for each value)

Step 3: Align Values with Business Goals

Your core values should be at the heart of your business decisions. Take a moment to evaluate how they influence your operations.


- ⚡ **How do your core values shape your business strategies and decision-making?**


- ⚡ **Are there any current business practices that need to be adjusted to better align with your values?**




Step 4: Share & Integrate Core Values

Strong company culture is built by embedding core values into daily operations.

 **How can you share these values with your team?**
(e.g., onboarding, company meetings, internal communications)

 **How will you measure whether your values are being upheld?**
(e.g., employee performance reviews, customer feedback)

 **Reminder:** Your core values are more than just words—they are the foundation of your business culture and success. Keep them front and center as you grow! 