

## Getting to your Tribe's Core Values

**Estimated Time to complete your unshakable company core values:** 1-2 months

**Estimated Time for tribe meeting:** 2 hours

**Suggested location:** offsite, preferably somewhere inspirational

**Suggested Process:**

1. Schedule a Core Values meeting with your entire tribe (if your company is too big for this, think over 25+ people, schedule it with key players on the leadership team only) – otherwise, bring your whole tribe.
2. Instruct Tribe that you're meeting to determine the non-negotiable parameters by which all company decisions will be made, including hiring and firing decisions ('who' decisions, after all, are our most important decisions)
3. Instruct Tribe to come prepared to the meeting with what they believe are the companies values
4. Let them know that the values must be a short phrase or word – not a sentence
5. Let them know that they should NOT be aspirational values. They must be the values that they believe currently exist.
6. At the meeting, I recommend the CEO kick off the meeting with a statement of the importance of company values and how they will determine how all decisions get made at the company. But then sit down and let someone else lead the working session. This person can take the notes on a whiteboard or flip chart (ideally, find someone OUTSIDE of your tribe to moderate)
7. Each tribe member should read to the group their list of core values.
8. As a group, openly discuss to determine the three to five values shared as most core to your tribe.
9. With the attached Core Values Questionnaire printed out for each member, have each tribe member take five to ten minutes of solo time to answer the test questions outlined.
10. Then have each member of the group list for the group the core values to which they answered "Yes" to all of the questions.
11. The CEO, on a separate fresh Questionnaire sheet (i.e., the CEO should have two sheets – one to fill out on their own and then one to capture what the group felt).
12. Select the values deemed by your group to be truly authentic core values.

13. Don't DECIDE at this meeting. Take it away and email the whole tribe (include the WHOLE company now if not everyone was at the event).
14. This email comes from the CEO to ensure that the entire tribe is aligned around these core values
15. Gather ALL feedback and rewrite and resend the restated values over 1-2 months until you're there
16. Call one final meeting with the ENTIRE tribe – all hands meeting to codify and instill these values into writing
17. Write the core values on your walls
18. Then live by them day in and day out. Hire and fire based on them. Make all decisions in line with these core values.
19. Note: the CEO MUST have all of them in her/his core or s/he will fail
20. Do this and your tribe will grow with you and grow each other. They will also get you through the hardest times. Because they want to be a part of this magic, no matter what occurs.

Identify: 1. More than 1 Person in a Seat; 2. Person in more than 1 seat; 3. Empty seats; 4. Enthusiastically Rehire?