

Make your core values count- No clean fingernails.

Too often, leadership teams go through an exercise to create core values that they believe define the organization. However, in reality, the leaders don't actually live out those core values. They are aspirational core values-values the leaders really don't exhibit. As a business leader, you need to make sure the core values you have set for your organization are values that you and your leadership team are exhibiting on a consistent basis. If you don't live out the values, your employees will see right through it.

The second reason core values are important is that core values become "the people filter" that help attract the right people-people that fit your culture and that you want to be around. In addition, core values will help you repel people who aren't a good fit for your culture.

At a manufacturing company in the area that I ran, I made sure that the leadership team all lived out the core values that we knew were absolutely critical to the success of the business.

One of our core values was "*No Clean Fingernails*". For us, this meant that we all did whatever it took to get the job done. No job was beneath us. We all pitched in to get the job done. Everyone. From the top down. Did it work?

As a team, we achieved or exceeded our budgeted results on a consistent basis. We ran our business using simple, practical, real world tools to help guide us to create our envisioned future.

Make your core values count.



Eric Larsen  
Professional EOS Implementer®

