

## Action plan



### Making your vision and values part of your culture

Once you've established your vision for the business and worked with employees to create a set of values, the next step is to embed them within the culture. It takes effort to keep them front and centre of your business, but making them a priority will give your workplace greater purpose and a sense that everyone is on a shared mission.

- **Effort:** High
- **Impact:** High

#### Actions:

#### Hold a meeting with everyone in the business to talk about the company vision and how your set of values will inform that vision.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Holding a meeting to explain your vision and values will make sure everyone's in the loop and understands how the two connect.

#### Incorporate your values into the recruitment process, working with your HR team to create specific, values-based questions for interviews.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Factoring in your values at the interview stage lets you make sure new hires are aligned with the company's core beliefs.

#### Include the company vision and set of values in onboarding materials so new employees have that broader picture view straight away.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Company values provide a framework of how your business operates. Early exposure is vital to guiding employee behaviour.

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### **Sense check new projects against your business vision to ensure they will put you on the right track.**

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** Don't plough lots of time and resources into activities that don't contribute to your vision. Use it as a deciding factor for green-lighting new projects.

### **Make your vision and values part of your culture by inviting employees to nominate others for rewards based on who has "lived" the values.**

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Recognising people whose work reflects your core values rewards their enthusiasm and encourages others to consider the values in their day-to-day work.

### **How will I know if my action plan is working?**

#### **Way to measure success**

Employee focus groups.

#### **Why this metric?**

Focus groups give employees a dedicated time to reflect on how well they think the vision and values have embedded in the culture.

#### **How do I start tracking?**

Set up a small focus group six months after you first created your values. It may be more effective to bring in an external consultant to run the workshops, to make sure the responses are honest.