



Executive Commute with Jayson Krause

After you've explored this, let us know how it went. Send questions to hello@level52.ca.

Season 2 Episode 16 Resource

Why You Should Get Rid of Your Core Values

Bottom line:

Core values on the wall mean nothing if you don't use them as a tool to engineer your organizational culture.

Key takeaways:

- Core values are key building blocks that create the foundation for performance. If you don't use your core values, throw them away. It shows a lack of integrity because you don't do what you tell people you do.
- Here's how you can make your values meaningful:
 - Create repetition and clarity around these values.
 - Use them as the foundation for how you recognize people or course correct.
 - Every week, identify where your people demonstrate organizational values.
- The more you recognize your values and create a narrative around it, the more likely your values will show up in the business and be a key mechanism for your leadership and organizational performance.
- By spotting the values, you are training your people on where to focus their attention.
- When you speak about your core values, you are making them important. If you don't make them important, no one will. It starts with you.

Questions for reflection or team discussion:

- What are the core values of your organization?
- What values have been reflected and what values have not been reflected in your day-to-day operations?
- How might you recognize or identify people who demonstrate the organizational values?

Resources mentioned:

[Executive Commute Podcast - "Problem with Being a Good Leader" Season 1 Episode 16](#)