

Organisational Values Alignment Checklist

An organisation's values only matter when they are consistently demonstrated through daily actions, decisions, and behaviours. This checklist helps you assess how well your company's stated values align with what actually happens in practice.

Tick each statement that accurately reflects your organisation. Use the results to identify where values are genuinely embedded and where they exist only on paper.

1. Clarity & Understanding

- ☐ Our values are clearly defined and communicated to all employees.
- ☐ Every employee can explain what each value means in practical terms.
- ☐ Values are visible in onboarding materials, meetings, and communications.
- ☐ There is no confusion or contradiction between values and business objectives.

2. Leadership Example

- ☐ Leaders consistently model the organisation's values.
- ☐ Managers reinforce values through decisions and feedback.
- ☐ Leaders are held accountable when behaviour conflicts with stated values.
- ☐ Employees see senior leaders as authentic role models.

3. Recruitment & Onboarding

- ☐ Values are discussed during recruitment and selection.
- ☐ New hires are assessed not only for skills but also for cultural fit.
- ☐ Induction programmes include real examples of values in action.
- ☐ Early behaviours that contradict values are addressed immediately.

4. Recognition & Reward

- ☐ Employees are recognised for demonstrating company values.
- ☐ Performance reviews include values-based discussions.
- ☐ Recognition programmes highlight behaviours aligned with culture.
- ☐ Values are integrated into promotion and reward decisions.

5. Decision-Making

- ☐ Business decisions are evaluated against company values.
 - ☐ Ethical considerations are prioritised over short-term gain.
 - ☐ Managers can justify decisions by referencing specific values.
 - ☐ Employees feel empowered to challenge actions that conflict with values.
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6. Communication & Transparency

- ☐ The organisation communicates openly and honestly, even in difficult times.
 - ☐ Leaders explain the reasoning behind major decisions.
 - ☐ Internal communications consistently reflect the tone and principles of the values.
 - ☐ Employees trust that information shared internally is accurate and fair.
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7. Accountability & Integrity

- ☐ Everyone is expected to uphold the values, regardless of position.
 - ☐ Misconduct or value breaches are addressed promptly and consistently.
 - ☐ Employees believe the organisation does what it says it will do.
 - ☐ Integrity is prioritised over convenience or politics.
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8. Collaboration & Behaviour

- ☐ Teams demonstrate respect, honesty, and openness in daily work.
 - ☐ Values guide how people treat colleagues, customers, and partners.
 - ☐ There is little tolerance for ego-driven or toxic behaviour.
 - ☐ Values shape how teams approach success and failure.
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9. Customer & Stakeholder Alignment

- ☐ Our values are reflected in how we treat customers and suppliers.
- ☐ Clients recognise our organisation as ethical and dependable.
- ☐ Partnerships are built on shared principles, not just contracts.
- ☐ The organisation's reputation aligns with its internal values.

10. Continuous Reinforcement

- ☐ Values are reviewed regularly to ensure they remain relevant.
 - ☐ Training and workshops reinforce values throughout the year.
 - ☐ Stories of values in action are shared across the organisation.
 - ☐ The culture continuously evolves without losing its core principles.
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Scoring guide for each section

0 Items ticked: Help required.

1 item ticked: It's a start, more work required.

2 item ticked: Great. Keep nurturing it.

3 item ticked: Excellent.

4 item ticked: Awesome.

Next Steps

Share and discuss results across departments and leadership teams. Identify the biggest disconnects between stated and actual behaviours. Agree on three practical actions to reinforce values in daily decisions and communication. Consistent demonstration of values builds trust, strengthens culture, and improves organisational performance.

Notes