

THIS MONTH'S INSIGHT

Leadership | Ownership | Vision | Empathy

✦ From the L.O.V.E.™ Desk

Every decision, every conversation, and every interaction either reinforces your organization's values or quietly contradicts them.

Leadership is not simply about communicating what matters; it is about living it.

☁ Still Rising: Monthly Reflections

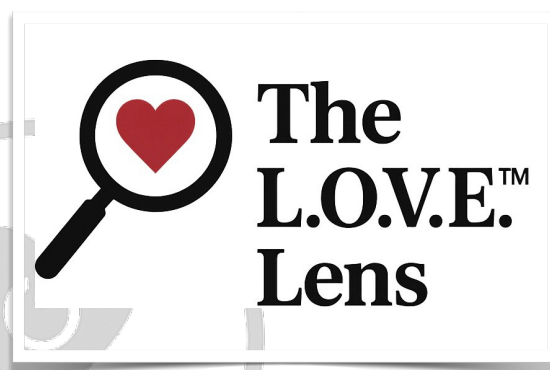
Actions speak louder than words.

💎 L.O.V.E.™ Gem

Core values should be at the heart of how an organization functions.

Leadership brings those values to life through everyday actions.

Try This: Choose one core value that resonates with you as a leader. Consciously model it throughout the week and notice the difference it makes with your team.



**Values are declared.
Principles are lived.**

By Simone Daniels, M.S., HRD

Most organizations have core values.

They are displayed on office walls, included in onboarding materials, referenced during meetings, and highlighted on company websites. Some organizations refer to them as company principles or guiding principles, but the intention is often the same: to communicate what the organization believes and the type of culture it hopes to create. Some organizations even build recognition programs around those values by celebrating employees who demonstrate them in action.

The intention behind those efforts is often good. Throughout my career, I have observed the difference between organizations that communicate their core values and organizations that genuinely live them.

Core values are the philosophy of an organization. They communicate what the organization believes, what it stands for, and how it intends to serve its employees, customers, and community. However, there is a significant difference between stating those values and consistently living them. It should never become a matter of "Do as I say, not as I do." Yet too often, there is a disconnect between what is written and what employees experience every day.

Employees experience leadership long before they experience company values, often beginning with their direct supervisor



This week, choose one of your organization's core values.

Ask yourself:

- Do I reflect the core values of my organization?
- Would my team say they experience those values through my leadership?
- Where can I better align my actions with what our organization says it believes?

This Challenge:

- Encourages alignment between values and actions.
- Strengthens authentic leadership.
- Helps create psychological safety through conscious and consistent leadership.

"Alignment between an organization's core values and the actions of its leaders should never be far apart."

-Simone Daniels

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or manager.

L.O.V.E.™ Reflection

1. Where is the greatest gap between my organization's stated core values and what my team experiences?
2. Which core value do I need to model more intentionally?

When people hear one message while experiencing another, eventually they stop paying attention to what is written and begin paying attention to what is practiced.

Alignment between an organization's core values and the actions of its leaders should never be far apart.

Leadership is, at its core, a service role. Organizations invest tremendous time and energy ensuring customers receive exceptional service, yet leaders sometimes forget that the people they lead deserve that same level of care, respect, and intentionality.

The people we lead are our internal customers. If what they experience consistently reflects the organization's core values, trust grows. If it doesn't, no list of values can close that gap.

Core values may attract talented people to an organization, but the actions of leadership often determine if they stay. Throughout my career, I have seen exceptionally talented people, including six-figure earners, walk away from organizations because of that disconnect. Compensation matters, but how people are treated often matters more.

Leadership carries a unique responsibility. Leaders are accountable for results, but they are equally responsible for creating an environment where people can contribute, collaborate, grow, and do meaningful work. How people are treated while doing that work matters. Leadership's actions should consistently reflect the organization's core values.

That belief is one of the reasons I created the **12 Commandments of L.O.V.E.™**. They are not slogans, branding, or words intended to sound inspiring. They are principles that guide how I choose to lead, make decisions, build relationships, and treat people.

Pressure has a way of revealing whether our values are genuine or performative.

Just remember: Actions speak louder than words.

Leadership rooted in L.O.V.E.™ creates a legacy worth leaving behind