

Core Values Discovery Workshop

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The Core Values Discovery Workshop provides a structured and engaging process for organizations to uncover their authentic core values. By guiding participants through reflection exercises, group synthesis, and value definition, this workshop helps companies identify the principles that truly define who they are and how they operate. The resulting core values serve as a powerful foundation for decision-making, hiring, performance management, and shaping the desired company culture.



Workshop Purpose



Identify authentic core values

Uncover the principles that truly define the organization



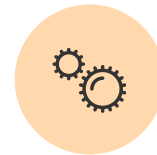
Define who the organization is

Capture the essence of the company's identity and culture



Actionable core values

Develop values that guide decision-making and behavior



Guide how the organization operates

Ensure values are reflected in day-to-day operations

The Core Values Discovery Workshop provides a structured process for organizations to uncover their authentic core values, serving as a foundation for decision-making, hiring, performance management, and shaping the desired company culture.

Part 1: Set the Stage



Welcome participants

Greet the attendees and set a welcoming tone for the workshop.



Explain the purpose

Clearly communicate the goal of the workshop: to help the organization identify their authentic core values.



Emphasize the importance of values

Highlight how core values guide decision-making, hiring, performance, and company culture.

By setting the stage with a clear purpose and emphasizing the significance of core values, participants will be primed to engage in the discovery process.

Part 2: Reflection Exercises

- **Exercise 1: Foundational Questions**

Participants (individually or in small groups) answer questions like: Why does this company exist (beyond profit)? What kind of impact do we want to have? What would we never compromise, even if it cost us money?

- **Exercise 2: Peak Moments**

Participants reflect on a time when they felt proud to be part of the company. They write down keywords and emotions that surfaced during that experience.

- **Exercise 3: Admired Behavior**

Participants identify colleagues who represent the best of the company's culture. They list the traits and behaviors they admire, avoiding vague terms like 'nice' or 'hardworking' and instead focusing on specific actions.

Part 3: Group Synthesis



Gather all words, themes, and phrases from each group

Collect the key ideas and observations generated during the individual and small group exercises



Narrow to a short list of 5-7 possible values

Synthesize the clustered ideas into a concise set of potential core values



Cluster similar ideas

Group together related concepts (e.g. "honesty", "transparency", "truthful")



Debate and vote: Which values feel most true, distinct, and guiding?

Discuss and collectively determine the values that best represent the organization

By gathering ideas, clustering themes, and carefully selecting the most meaningful and impactful core values, the organization can establish a strong foundation to guide decision-making, culture, and operations.

Part 4: Define the Values

Name

Keep the value name short (1-2 words)

Definition

Provide a sentence or two describing the value

Behavioral Examples

Describe what the value looks like in practice and what violating it looks like

Example

Value: Courage Definition: We take smart risks, speak up, and challenge the status quo. Looks like: Giving candid feedback. Trying a bold new idea. Doesn't look like: Avoiding tough conversations. Playing it safe to stay comfortable.

Part 5: Next Steps



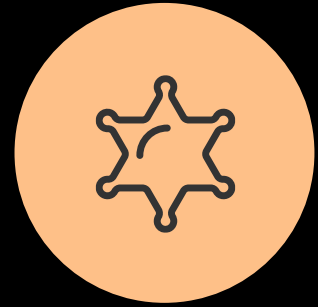
Assign someone to finalize the language

Designate a team member to refine the wording and definitions of the identified core values



Plan how to roll out values

Develop a strategy to communicate and integrate the new core values across the organization (e.g., posters, onboarding, performance reviews)



Commit to modeling these values in leadership

Leadership team pledges to embody and demonstrate the core values on a daily basis to set the example for the entire organization

The final step is to ensure the core values are properly documented, communicated, and modeled by leadership. This lays the foundation for the values to become deeply embedded in the organization's culture and decision-making.

Facilitator Notes



Create a safe, open space

No idea is too small. Encourage participants to share freely.



Keep things moving

Maintain a good pace, but allow for discussion and pushback as needed.



Use visual tools

Leverage sticky notes, whiteboards, or digital collaboration boards like Miro or MURAL.



Allow for discussion

Facilitate open dialogue and debate to surface the most authentic core values.

By creating a safe, visual, and engaging environment, the facilitator can guide the workshop participants through a productive and insightful process to uncover their organization's true core values.



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