Scorecard on Core Values

- Do you feel that your core values genuinely reflect what your company believes and stands for, or do they just sound impressive?

- Are your core values clear and practical enough to guide your daily decisions and behaviours?

- Do your core values align with your company's mission and vision, helping to reinforce your overall goals?

- Are your core values adaptable and relevant over time, or do they feel like they might become outdated?

- Do your core values inspire and engage your team, fostering a sense of pride and commitment to your business's objectives?

- Do your team members feel a personal connection to your core values, and do they see how these values impact their daily work?

- Do your core values resonate with our customers and reflect what they expect from your brand?

- Are your core values consistently shown in your company's actions and decisions, or do they sometimes fall by the wayside?

- Do you regularly seek feedback from your team and customers about your core values and their impact?

- Are you open to revisiting and updating your core values as your business grows and evolves, ensuring they continue to serve your company's needs?