

## **Cultivating Value**

Cultivating value in a company's culture is one of the most effective ways to build long-term success for a business. Having a strong set of values creates an environment that encourages growth, camaraderie, and motivation. Clearly defining values allows for the entire company to be on track and focused on one goal. Making this a priority strengthens company culture and leads to greater success.

### **Why it is Important to Prioritize Cultivating Value**

- When companies ignore the creation of values, they become at risk for collapsing
- Companies with strong values perform better than companies that lack values
- Clear values help organizations stay resilient during change, attract better talent, and build customer loyalty
- When you use values as a backbone, your team aligns, and a brand is built that people trust

### **How to Cultivate Value Into Your Company's Culture**

1. Lead with Values:
  - A company's culture starts with its core values
  - When a leader sticks to their values, it creates a trusting and purpose driven environment
2. Take Action:
  - Employees notice when leaders don't follow the values that they promote
  - As a leader you should live by your core values every day and let them be present in every decision you make
3. Foster Emotional Connections:
  - A strong culture that is value based makes employees feel seen, safe, and valued
  - Employees are more likely to stay loyal and committed to the company if they have a sense of belonging

### **Key Values Companies Should Cultivate**

1. Clarity:
  - Keeping your team on the same page and making it clear that their work is valued
  - This value allows for the company to be working together toward a clear mission
2. Gratitude:
  - Encourages teamwork and strengthens the bond between colleagues
  - Recognizes the work of peers, managers, and customers
  - Gives the entire company a sense of camaraderie
3. Integrity:

- Being intentional about your behavior and your decisions allows for others to see the environment you are creating for the company
- 4. Empathy:
  - Helps people to realize the importance of fulfilling customers needs
  - Without empathy the problems employees, vendors, and customers go unnoticed
- 5. Passion:
  - Passion among employees creates a culture of wanting to work hard and allows for long-term success
  - Hiring employees who have passion for your business is very valuable
- 6. A Growth Mindset:
  - Having the belief that growth can be achieved through hard work and feedback
  - This value creates a culture that encourages empowerment and collaboration
  - Allows for challenges to be adaptable and opportunities for improvement to be embraced
- 7. Embracing Failure:
  - This value allows for failure to be an opportunity to learn
  - Allows for a culture that encourages employees to take risks
  - Embraces the idea that failure is inevitable in business and should be embraced as a sign of growth

**References—read the following articles to learn more:**

<https://www.forbes.com/councils/forbescoachescouncil/2023/09/18/cultivating-a-winning-culture-the-role-of-values-based-leadership/>

<https://www.forbes.com/councils/forbeshumanresourcescouncil/2019/11/12/15-key-values-every-company-needs-to-cultivate/>

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