

LEVEL UP

ON BRAND VALUES

5 point values audit

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Your 5 point values audit

Values are so much bigger than a marketing exercise, they are what your organisation stands for and are guiding principles that help your team work better together towards common goals.

Not only this, but company culture is a key driver in business success – it's what makes your brand resonate with customers. Without authentic values, you're just a brand made up of empty messages and hollow promises.

All too often, the approach to defining values is that the senior team take the lead and expect the wider team to adopt them without a second thought. But values need to be more than just writing on the wall, they should be things your whole team care about so it's important to involve them in every part of the process.

The first step is to determine what your current values mean to your team.

We've created this 5 point audit to help you establish where you are now. This is a great process to follow to benchmark your current position so you can effectively demonstrate the impact this project has on shaping company culture.

Send out the audit matrix overleaf to members of your team, ask them not to overthink this and just go with gut feel.

Calculate the average scores for each point and record it ahead of reshaping your values so you can get a true picture of your current situation.

THE VALUES AUDIT COVERS 5 KEY QUESTIONS:

1. Are your current values important to your organisation and employees?

Whilst each individual team member within your own organisation no doubt has their own beliefs, connection is everything. When people are driven by a shared goal that resonates with them, they will be much more effective in enacting your values daily.

2. Can they be used to guide people on making a decision?

Your values should influence every decision your team makes. From finance and HR right through to how you choose your suppliers and communicate with your audience, your team should feel empowered by your values to make a decision. They should be a core part of your talent strategy, from retention to recruitment and everything in between.

3. Do they embody the parts of the organisation the team are most proud of?

Your values should get to the heart of what you do best. As the foundation of your company culture, they should showcase everything you're proud of as an organisation. They are what makes you unique and are at the centre of what makes it special to work at your specific organisation.



4. Are they things you will still believe in years to come?

Your logo, products and services may be refreshed, but your values should stand the test of time. They should be things you can lean on when there's a dramatic shift in the marketplace to help your organisation outlive trends and be sustainable long term.

5. Are they being enacted on a daily basis by the people within your organisation?

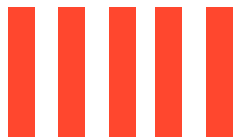
One of the key ways to embed values within your company culture is to recognise positive examples of where they are enacted. By rewarding desired behaviour, you'll get more of it. They should be factored into the questions you ask potential hires and should be used in performance reviews and promotion decisions.

Value criteria	Exceptional (3)	Adequate (2)	Needs improvement (1)	Score
Are the values important to your organisation and employees?	<p>We collectively feel proud of our values and every member of the team knows what they are and how to enact them in their daily roles.</p> <p>The wider team take ownership of the values and they resonate with both team members and customers.</p>	<p>As an employee, I am aware of the values and they are discussed regularly.</p> <p>The values are projected to customers in the work we do but aren't showcased in our external communications.</p>	<p>The leadership team are aware of the values however they aren't known across the board.</p> <p>The values feel generic and don't resonate with the wider team.</p> <p>The values aren't projected to customers through external communications.</p>	Input your score here (1-3)
Can they be used to guide people on making a decision?	<p>Our team feel empowered to make decisions based on the values we currently have.</p> <p>We choose all suppliers and external partners based on an alignment of values.</p>	<p>The values are used to guide some decisions however they cannot be applied to multiple scenarios within my role.</p>	<p>The current values give no clear direction in terms of decision making.</p>	
Do they embody the parts of the organisation the team are most proud of?	<p>The values showcase what makes our organisation unique and as employees, we feel proud of each value we have in place.</p>	<p>The values are steered mostly to a specific part of the organisation (i.e. customer facing areas) and aren't relevant to the brilliant work the rest of the team do.</p>	<p>The current values don't capture what makes our organisation unique and don't resonate with the wider team.</p>	
Are they things you will still believe in years to come?	<p>The values are kept alive in the organisation today and will outlive any products we sell or services we offer.</p>	<p>The values are okay for where we are currently but don't feel scalable in line with our future plans.</p>	<p>The values feel outdated and are tied to specific products we sell / services we offer.</p>	
Are they being enacted on a daily basis by the people within your organisation?	<p>Our values are at the heart of our recruitment strategy. We use them to manage, engage and attract talent. We review, recognise and incentivise employees based on how well they enact our values. As an employee, I feel empowered to act upon the current values on a daily basis.</p>	<p>Our values are occasionally considered when making new hires, but they aren't a formal part of the recruitment process.</p> <p>Sometimes our values are factored into performance reviews and recognition.</p> <p>As an employee, I know what the values are but feel unsure on how act upon them.</p>	<p>Our values aren't considered when it comes to recruitment and it feels we often employ team members who aren't the right cultural fit.</p> <p>The values are not considered when it comes to performance reviews and recognition.</p> <p>As an employee, it's not clear how I can act upon the current company values within my daily role.</p>	



NEXT STEPS

Once you've collected your scores, calculate an average for each point to determine what you do well and where you need to improve and set a date in your calendar for an annual culture audit to periodically review how well the values are embedded within your company culture.



Once your brand's purpose is defined and you've conducted a brand audit, it's crucial to ensure their integration across all aspects of your marketing strategy. To support marketers on this journey, we have a [brand values mini-course](#) that covers everything you'll ever need and more to define authentic brand values for your organisation.

It provides:

- A training session that takes you through what organisational values are, and how to build yours alongside your team
- A guide on how to run a successful values workshop with your team
- All the tools and templates you need to deliver your workshop
- Examples of unique brand values that are a cut above the rest to guide you when creating your own
- A guide to embedding values in your organisation so you can build brand loyalty and level up your company culture

Sign up today.



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