

CORE VALUES VALIDATOR WORKSHEET

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During the core values discovery process, people often wonder if they have identified truly authentic, core values. What if an identified “value” is just an aspirational desire, something that sounds good?

The questions below can help you determine if you really have identified a core value. For each of your proposed values, answer the following seven questions with “Y” or “N”. If you can answer a resounding and unqualified “Yes!” to all seven questions, then you can be confident that you have identified a core value!



QUESTIONS*

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| ☐ 1. If you were to start a new organization, would you build it around this core value regardless of the industry? | ☐ 4. Would you change jobs before giving up this core value? |
| ☐ 2. Would you want your organization to continue to stand for this core values 100 years into the future, no matter what changes occur in the outside world? | ☐ 5. Do you believe that those who do not share this core value—those who breach it consistently — simply do not belong in your organization? |
| ☐ 3. Would you want your organization to hold this core value, even if at some point in time it became a competitive disadvantage — even if in some instances the environment penalized the organization for living this core value? | ☐ 6. Would you personally continue to hold this core value even if you were not rewarded for holding it? |
| | ☐ 7. If you awoke tomorrow with more than enough money to retire comfortably for the rest of your life, would you continue to apply this core value to your productive activities? |

** These questions were originally asked by Jim Collins (jimcollins.com).*