

Company Values & Leadership Behavior Link

Core Value	Alternative Value Terms	"Top 4" Core Behaviors
Accountability	Responsibility; Ownership; Liable	Reliable; Takes Ownership; Answerable; Disciplined
Collaboration	Alliance; Association	Participative; Seeks Guidance; Supportive; Establishes Partnerships
Commitment	Loyalty; Covenant	Dedicated; Decisive; Resolute; Attentive
Community	Outreach; Family; Brotherhood; Sisterhood	Shows Concern; Builds Relationships; Seeks Unity; Shares Values
Courage	Be Courageous; Embrace Change	Steadfast; Challenges Others; Stands up for Oneself; Stands up for Others
Diversity & Inclusion	Diversity; Equity; Inclusion	Shows Interest; Socially Aware; Shares Successes; Embraces Differences
Dignity	Honor; Respect; Prestige	High Self-esteem; Noble; Exhibits Self-worth; Maintains Decency
Empathy	Consideration	Actively Listens; Asks Questions; Shows Concern; Emotionally Aware
Empowerment	Motivation; Engagement	Motivating; Develops Others; Grants Authority; Supports Others
Ethical	Humility	Exhibits Moral Principles; Upstanding; Respectable; Discerns 'Right' from 'Wrong'

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Excellence	Operational Excellence; Outperform/Exceptional; Focus on Success; Committed to Greatness	High Performing; Strives for Perfection; Highly Skilled; Highly Valued
Have Fun	Fun; Jubilance	Enjoyable; Amusing; Reasonable; Cheerful
Honesty	Openness; Transparency; Genuine	Clear Communicator; Concise Communicator; Objective Communicator; Unambiguous
Innovation	Continuous Improvement; Learning; Desire for Renewal	Experimental; Curious; Trendsetting; Forward-looking
Integrity	Honor; Dignity	Honest; Honorable; Ethical/Moral; Stands Behind Principles
Leadership	Teach; Motivate; Inspire; Engage	Influential; Motivating; Strategic; Trains/Develops Others
Passion	Urgency; Energize	Self-Aware; Exhibits Urgency; Exhibits Intensity; Shares Emotions
People	People First; Our Team; Employees	Collaborative; Strong Communicator; Empathetic; Active Listener
Profitability	Growth; Expansion	Financially Conservative; Avoids Being Wasteful Practical; Highly Efficient
Quality	High Quality; Good Work Takes Time	Identifies Errors; Detail Oriented; Analytical; Maintains High Standards

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Respect	Esteem	Admirable; Courteous; Knowledgeable; Considerate
Safety	Awareness; Risk Adverse	Avoids Danger; Aware of Surroundings; Minimizes Risks; Concerned for Others
Service	Customer Service; Service Matters; Customer Commitment; Customer Satisfaction	Help Others; Provides Assistance; Considerate; Unselfish
Teamwork	Collaboration; United Together	Collaborative; Seeks Unity; Compromising; Adaptable to Change
Trust	Guardianship; Creedence	Reliable; Confidential; Transparent; Objective

TIP #1: When selecting your CORE-4 Company Values, consider the associated leadership behaviors that will serve as the framework for how your leaders must embody and practice these Values. These behaviors will contribute to achieving optimal performance outcomes for your business.

TIP #2: Your company may have more than four company values; however, select the CORE-4 values that you believe your leaders should focus on and practice as an area of improvement. You can always change your CORE-4 values to shift your focus throughout the year.

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