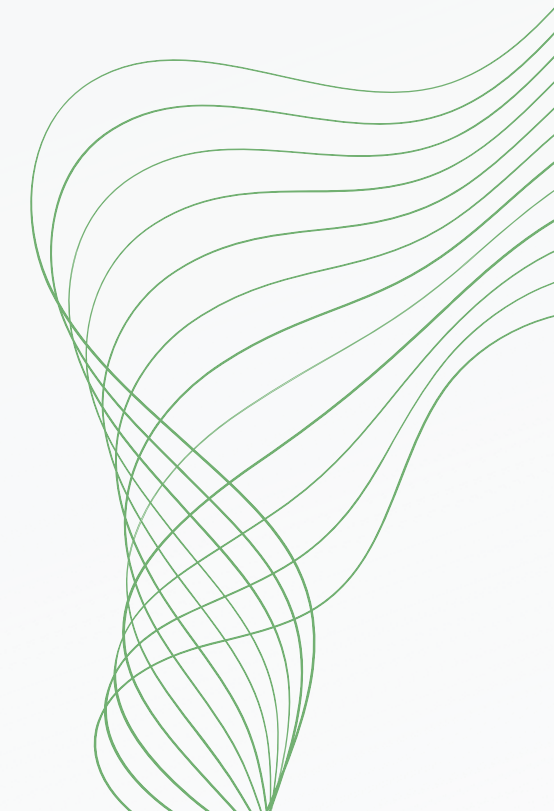


**WORLD  
VALUES  
DAY**

**MY BUSINESS  
VALUES**



# VALUES IN BUSINESS

- Organisations that have strong values embedded in their culture perform better and have higher levels of employee wellbeing and engagement, and increased customer satisfaction.
- In most businesses, a gap exists between how we could best live those values and what we actually do in practice. We need to acknowledge that gap.
- We can close the gap by reaffirming our values and really living them every day. The aim of this session is to help build an understanding of values and explore how we can better embed them in a way that will make a difference.



# PERCEPTION OF VALUES

## BOTH ARE IMPORTANT

### *Outward-facing*



- Guide branding and marketing
- Help attract the ideal customer and employees through a shared sense of values
- Encourages collaboration around values/initiatives

- Guide day-to-day practices
- Shape customer experience, employee experience
- Influence business direction
- Helps better decision-making

### *Inward-facing*





# WHAT IS VALUES-WASHING?

“Value washing is a form of fluffy (and often meaningless) statements companies make when describing their work in value creation. This is more common for societal and environmental value creation. However, as one digs deeper, washing is present in all forms of stakeholder value creation whether for customers, for employees or partners. Value washing can happen by using jargon, vague terms, outright lying, irrelevant claims, and often with no proof something is really happening or there is a change in thinking or action actually being set in place.”

<https://customerthink.com/value-washing/>



# COMMUNICATING VALUES

- Communicating your brand (and personal) values can often be a driver for success in business. It helps find customers, retain customers, recruit staff who will stay, and build opportunities for collaboration.
- Ideas to communicate your values (outward):  
Share your values on socials/websites (and how you put them into practice)  
Causes you support - sponsoring local community groups, donations e.g. 1% for the planet etc  
Job advertisements
- Ideas to communicate your values (inward):  
Induction process  
Entire recruitment lifecycle  
Team volunteer days



# ABOUT US



A gateway to connect with local business advisory services, networking events, training and grants, we support locals as they create thriving, sustainable and connected businesses.



Anna McAfee is a LinkedIn™ Trainer, Community Educator and Facilitator. She is the founder of the #linkedinlocal movement, author and LinkedIn Learning Instructor.



Blyde Nesor is the Founder of Professional Coaching Solutions, a cohort of consultants and coaches who help professionals thrive and teams excel so they can achieve positive outcomes for their communities.

