



## PEQ Performance - Core Value Health Check

### Why we created this tool.

Most companies have a set of Core Values they have defined but are they really using them as they are meant to be used? Core Values are not just a line item on a business plan, a graphic design on a website or a colorful poster collecting dust on a corporate wall. Core Values are meant to:

- Showcase Company Brand and its relationships to customers
- Influence employee behaviors
- Attract new hires with similar values
- Retain employees loyal to those values
- Provide a framework for decision-making
- Drive overall company success

### How to use conduct your Core Value Health Check.

Are your Core Values working for you? Let's do a little health check on just *one* of your Core Values. Also, if your company does not have Core Values, stop reading and email us at [thedheffect@gmail.com](mailto:thedheffect@gmail.com) to set up a discovery call so we can help you articulate and define yours.

You will see a chart on the next page. Choose your Core Value that you want to review. Rate how well your company is living that Core Value 0-10, with 0 being "not at all" and 10 being "we are highly proficient". Use the last column to make notes about why you answered the way you did.

### CONTACT US!

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## Core Value Health Check Chart

Core Value:	0-10	Comments
We have this Core Value clearly defined, and everyone knows what it means to it as a company.		
When we interview for new hires, we ask questions that uncover prospective employees' relationship with this Core Value.		
When we onboard new hires, we are careful to define and set expectations around this Core Value.		
We use this Core Value as a guide to how we present and market ourselves to our customers.		
When we make decisions, we weigh them against this Core Value before we move forward.		
Our leaders model this Core Value.		
Our performance reviews hold our employees accountable to this Core Value.		
This Core Value is rewarded and celebrated.		
We share stories that affirm this Core Value.		
When we practice this Core Value, we are elevated as a team, and it brings us to PEQ Performance.		

**Now what?** Take a look back at the statements and ratings. Choose one you would like to move the needle on. Set a HEART (Human-centered, Elevating, Accountable, Relevant, Time-Bound) Goal below. If you need support setting the goal or would like to have a conversation with us about how we can help you get your Core Values in alignment, set up a discovery call at [thedheffect@gmail.com](mailto:thedheffect@gmail.com).



## The Next Move - Your H.E.A.R.T. Goal

Reviewing your ratings on your Core Value, what would you like to move the needle on?

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Create the next move towards improving that Core Value using our H.E.A.R.T. Goal method:

**H**

Human-Centered

How do you know this action is the right thing to do for your people and company?

Action:

**E**

Elevating

How does this action elevate the energy level of your people as it supports the Core Value?

Action:

**A**

Accountable

How you will measure that this action is being done?

Action:

**R**

Relevant

How is this action relevant to your overall goal supporting the Core Value?

Action:

**T**

Time-Bound

Exactly when will you complete this action? Will it be daily, weekly, monthly? How many minutes/hours?

Action:

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