

Tips for Writing Your Core Values Speech

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I frequently ask my audience or the leadership teams I am helping if they agree with this statement: **“People are your most important Asset!”** I have asked this to hundreds, and I have yet to get anyone to disagree. When I tell them they are wrong – I get all kinds of puzzled looks. You see, the answer is this -- **“The RIGHT people are your most important asset.”** If you ever had a toxic person on your team, you know they are a liability.

One practice that is a critical element in fostering the kind of Culture you desire and hiring and retaining Right People is in The Speech. We work very hard to get your Core Values down to 3-7 words or phrases. However, what each Core Value means must be expanded and explained with some emotion. This is where we write The Speech. The following are some tips to help you:

1. Drop Box Link to audio of Gino describing The Speech and explaining the 5 times you would use it. <http://bit.ly/2hws0GR>
2. *Leadership Team Manual*, Vision Tab, Page 8 & 9.
 - a. Page 8 gives the template of the kinds of things to include that make a CV come alive when explaining them: stories, analogies, examples, history, anti-values.
 - b. Page 9 is the **EOS® CV Speech**. It does not have stories, histories, examples, etc. because it is an example of words that explain what the CV means. (EOS Stories, examples etc. would not mean much here.)
3. One technique is to have everyone on the leadership team send the person “word-smithing” for The Speech, 1 or 2 examples of someone living each CV. We call these *Core Values Call-Outs*. You can then select 1 or 2 for the company Speech.
4. During the hiring process, each person who is interviewing must know The Speech. They may use their own examples.
5. When do you use The Speech? Five times:
 - a. EOS Roll-out
 - b. Quarterly State of the Company – after you Quarterly Pulse session
 - c. During the Hiring Process – it is almost like you are trying to talk them out of coming aboard by making it clear what your organization expects.
 - d. During employee reviews – especially if someone is not a “+” on a specific CV
 - e. Eventually with your Vendors
6. CV video is something you might want to make a Rock for some future quarter. For now, let’s write The Speech. Here an example of a CV Video:
<https://www.atlassian.com/company/values>

Hope that helps! As always feel free to pick-up the phone or email/text me if you have a question.

Let's work together to make 2017 your very best year ever – more TIME, MONEY and FREEDOM for you and your team.