

# Field Guide to Values

The Energage Survey Statement  
“[This company] operates by strong values.”

Survey Theme: **Align**



## Why Values Matter

Your industry and your company will never stop changing, but a solid foundation of values can help to hold a workplace together. Stated company values create a powerful declaration of your intentions for your organization's culture.

Answers to this question can also surface examples of ethical or unethical behavior that your employees see day to day. Values going right keep your organization moving forward, but issues with values can become very visible very fast.

## Values at Top Workplaces vs. Average Organizations



Only 65% of employees at average organizations responded positively to the Values statement on the [Energage Survey](#). But at Top Workplaces, this jumps to 88-96%.



## How to Help

### Quick Fixes

- Create and display posters celebrating your culture's values. Research has shown that employees who keep values top-of-mind are often more engaged.
- Make values part of the conversation by recognizing people who live the values.
- Tie company announcements and celebrations to company values.
- Consider how you and your leadership represent your values every day.

### Big Picture Plans

- If you don't have stated company values, create them! If you're not sure your values are right for your culture now, consider revisiting them. Talk to us about how.
  - Encourage and empower employees to consider values when uncertain about their decisions. Create routes for them to call out when values aren't represented.
  - Choose a communication channel to reinforce company values, celebrate them in action, and provide a safe way to learn about violations.
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## What to Watch for

- Low survey scores on the Values statement. This doesn't represent unethical behavior, but it does signal a disconnect between the stated values and what's reflected through action.
- Senior leaders who don't model your organization's values. Hold them accountable when they falter.
- Thinking bad news should be hidden. Most employees value honesty and humility over comfortable ignorance.
- Underestimating the importance of verbalizing company values. It's one of the clearest, easiest ways for leadership to state their intentions for the culture.



## What Values Sound Like

"Our values are at the core of what we do. We don't just talk about values ... we live by them."

"Many companies have "fluff" values, but here we actually live and breathe them each and every day."

"We won't hire people who won't align with our core values. I respect that."

"I think the leadership team is honest and as open as they can be, and I feel like they genuinely care about employees' thoughts and opinions. "

"What impresses me most is that they are not simply presented and ignored, but are practiced every day by the leadership team and across the organization."