
Shiftbase template

Company values



About this template

This template is designed to help you define, articulate, and implement the core values that will guide your business. Whether you're a small startup or an established company, clearly defined values are critical to fostering a positive workplace culture and driving your organization toward its long-term goals.

Why Company Values Matter

Company values are more than just words on a page – they represent the core principles that shape your business decisions, employee behaviors, and interactions with customers. Values help you:

- **Clarify Your Mission:** Values act as the moral compass that aligns your mission with your daily actions.
- **Build a Strong Culture:** Shared values create a sense of unity and purpose, fostering collaboration and trust among employees.
- **Drive Consistency:** A clear set of values ensures that decisions are made consistently across the organization, leading to a more predictable and positive customer experience.
- **Attract & Retain Talent:** Employees are drawn to organizations that align with their personal values, leading to increased job satisfaction and lower turnover.
- **Strengthen Accountability:** Values help employees understand what is expected of them and how they will be evaluated, creating a culture of accountability.

How to Use This Template

This template is structured to help you define your core company values in a simple, clear, and actionable way. Each value includes a brief definition, why it matters to the company, and specific examples of behaviors that embody the value.

Step-by-Step Instructions for Customizing the Template:

Step 1: Review the Introduction

The introduction section of the template provides context for why values matter to your company. You can either use the provided text or customize it to reflect your specific business vision.

Step 2: Identify Your Core Values

Start by selecting 5 to 7 values that are most important to your organization. These should be principles that resonate with your mission and culture. Consider holding a brainstorming session with key stakeholders or employees to gather input.

Questions to Ask When Identifying Core Values:

- What behaviors are most important for the success of our business?
- What qualities do we want our team members to embody?
- What principles will guide our decisions, especially during challenging times?

Step 3: Define Each Value

For each value, you'll find a section that asks for:

- **A Clear Definition:** Summarize the value in a sentence or two.
- **Why It Matters:** Describe the importance of this value to your company's goals and long-term success.

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- **Behavioral Examples:** List concrete examples of how this value should be demonstrated in daily work. These examples will help employees understand how to translate the value into action.

Step 4: Align Values with Your Mission and Vision

After defining your values, make sure they align with your company's mission and vision. This will reinforce the idea that living the values is a critical part of achieving your business goals.

Step 5: Implement and Share the Values

Once the template is customized to reflect your values, share it broadly throughout your organization. Incorporate these values into:


- **Onboarding Materials:** Ensure that new employees are introduced to your values from day one.
- **Training Programs:** Use your values as a foundation for training on workplace behavior, leadership, and decision-making.
- **Performance Reviews:** Integrate your values into performance assessments to reinforce their importance in everyday actions.

Step 6: Embed Values into the Culture

To make sure the values don't just stay on paper, consider ways to bring them to life within your company. Some ideas include:

- **Recognition Programs:** Regularly acknowledge employees who exemplify the company's values in their work.
- **Value-Centered Communication:** Encourage leaders to reference the values in meetings, newsletters, and company updates.

Step 7: Revisit and Evolve



Your company's values should evolve as your business grows and your culture matures. Schedule periodic reviews to ensure that the values continue to align with your company's mission, vision, and goals.

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Company Values Template

Introduction

Our values define who we are and guide our decisions, shaping the way we interact with our customers, employees, and partners. They are fundamental to our company's mission of [Mission Statement].

Core Values

1. Integrity

- **Definition:** We act with honesty, fairness, and transparency.
- **Why It Matters:** It builds trust and fosters relationships that last.
- **Behavioral Examples:**
 - Always be truthful in client interactions.
 - Address mistakes openly and honestly.

2. Innovation

- **Definition:** We continuously seek new and creative solutions.
- **Why It Matters:** It drives our growth and allows us to serve our customers in new ways.
- **Behavioral Examples:**
 - Embrace new ideas and take calculated risks.
 - Experiment with new technologies and processes.

3. Collaboration

- **Definition:** We work together to achieve shared goals.
- **Why It Matters:** Collaborative efforts increase efficiency and creativity.
- **Behavioral Examples:**
 - Actively listen to team members' ideas.
 - Support colleagues in reaching their targets.

4. Customer Focus

- **Definition:** We prioritize the needs and satisfaction of our customers.

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- **Why It Matters:** Our success depends on delivering value to our customers.
 - **Behavioral Examples:**
 - Proactively ask for customer feedback.
 - Go above and beyond to solve customer problems.

5. Accountability

- **Definition:** We take responsibility for our actions and outcomes.
- **Why It Matters:** It ensures that we maintain high standards of performance and ethics.
- **Behavioral Examples:**
 - Own up to mistakes and learn from them.
 - Meet deadlines and deliver on promises.

More company values examples

- integrity** - We act honestly and ethically in all our business relationships and always uphold our moral principles.
- Respect** - We value and respect the diversity, opinions and contributions of all team members and stakeholders.
- Innovation** - We constantly strive for innovation and improvement in our products, services and work processes to provide our customers with exceptional values.
- Teamwork** - We believe in the power of collaboration and promote an environment that celebrates teamwork and shared success.
- responsibility** - Everyone is responsible for their actions and we are committed to fulfilling our promises to our customers, partners and colleagues.
- Customer focus** - Our decisions and actions are always guided by the desire to create the highest value for our customers and exceed their expectations.
- sustainability** - We are committed to acting in an environmentally responsible manner and promoting sustainable practices throughout our business operations.
- Willingness to learn** - We promote a culture of curiosity and continuous learning to support both personal growth and organizational development.
- Excellence** - We strive for excellence in everything we do and set high standards for quality and performance.
- Community engagement** - We are actively involved in our communities and contribute to a better world through social responsibility and volunteerism.
- Transparency** - We maintain openness and transparency in our communication and business practices to strengthen trust and credibility.
- flexibility** - We adapt quickly to changes in the market and our environment and are open to new ideas and ways of working.
- justice** - We ensure fairness in all our relationships and decisions to create an environment of equality.
- reliability** - We are reliable partners and employees that our customers, colleagues and the community can rely on.

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- Commitment to quality** - We are committed to providing high quality products and services that exceed our stakeholders' expectations.
 - Empathy** - We demonstrate understanding and compassion for the needs and feelings of others, both inside and outside the company.
 - Diversity** - We encourage and value diversity in all its forms to create a rich and inclusive work environment.
 - initiative** - We motivate our employees to show initiative and proactively contribute to achieving our common goals.
 - Work-Life-Balance** - We support a good work-life balance to ensure the well-being and satisfaction of our employees.

Note that each company's specific values should be customized to reflect the company's unique identity and goals:

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Explore Shiftbase's comprehensive HR features and learn how to manage all employee data in one place. With Shiftbase you can create detailed analyzes of your business performance and gain valuable insights into your business. Benefit from customizable reports and dashboards that give you a real-time overview of your entire business. Experience for yourself how Shiftbase simplifies your HR processes and optimizes your company management.

The image shows a screenshot of the Shiftbase web interface and a mobile app. The web interface displays a shift plan for a team named "Küche Berlin" in Berlin. The plan is viewed for "Montag" (Monday) and "Heute" (Today). It shows various shifts: "Offene Schichten" (Open shifts) for Ben Peters, Hilde Ludwig, Matthias Klein, and Wilma Schmitt; "Früh" (Early) shifts for Hilde Ludwig and Matthias Klein; and "Schließen" (Closing) shifts for Hilde Ludwig and Matthias Klein. A red circle with the number "1" highlights a shift, with an arrow pointing to the text "Lade Mitarbeiter für offene Schichten ein" (Load employees for open shifts). A blue circle with the number "2" highlights a conflict, with an arrow pointing to the text "Bemerge Konflikte in deiner Planung" (Notice conflicts in your plan). A blue circle with the number "3" highlights a conflict, with an arrow pointing to the text "Richte deine Teams und Standorte ein" (Adjust your teams and locations). A blue circle with the number "4" highlights a conflict, with an arrow pointing to the text "Praktische mobile App" (Practical mobile app). The mobile app shows a similar shift plan for "Jasper" on "Dienstag" (Tuesday) and "Dienstag" (Tuesday).

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