



A pre-built survey and question set, designed to help you **Measure & Align Company Values**

“In order to define your company values, it is important to understand why does your company exist. ” - **Simon Sinek, Start With Why**

## Why businesses must focus on their values

- Businesses without a clearly defined set of values are like ships floating around without compasses... they are completely lost with no sense of direction!
- Employees will struggle to help you achieve your vision and mission statement if they don't understand the values and resonate with them. This is detrimental for productivity and retention.
- Employers who don't ensure alignment with their company values will struggle to motivate and empower everyone to succeed.

## The impact of our Values Index Survey

- Gathering data on your values will help you understand knowledge gaps and better communicate to your people what you stand for, and how they can help you thrive.
- When your people understand and buy into your values they will feel motivated to help the company achieve its goals and become loyal advocates. Thus improving employee engagement and motivation.
- When your people live and breathe your values this will help your customers understand your brand and what you stand for. This will help ensure repeat business and advocacy.

## Insights & Reporting

### Executive Report



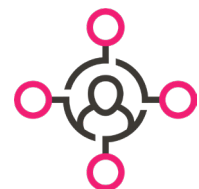
- Executive summary
- Boardroom insight
- Drive cultural strategy

### HR Report



- Holistic insight
- Locate focus areas
- Cross-company trends

### Manager Report



- Empower managers
- Focussed insight
- Team/location data