



# HOW TO DEFINE YOUR COMPANY VALUES

Your company values are the core principles that steer your organisation and define its essential attributes, qualities, and traits.

These values distinguish you from other employers, acting as unique indicators of how you function, how your team interacts and what makes your brand distinctive.



## FOCUS ON ANSWERING THESE 3 QUESTIONS:



What does your business believe in?



What qualities describe your top performing employee?



What's crucial for your company culture?

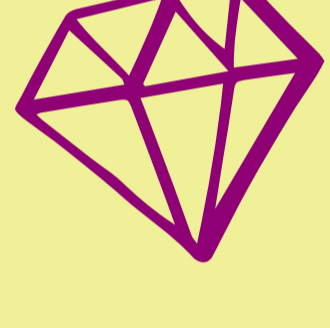
## BRAINSTORM WITH YOUR TEAM

because values should never be developed by leadership alone.

Agreeable Trust Extravert  
 High performer Passionate Genuine  
 Welcoming Groundbreaking  
 Forward thinking Conscientious Open Innovative

*Warm & open communication*

## PLOT MULTIPLE ANSWERS TO EACH QUESTION



**BUSINESS BELIEF**

Welcoming

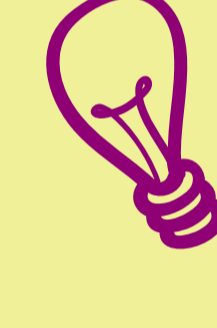
Best in class



**TOP PERFORMER**

Reliable

Innovative



**COMPANY CULTURE**

Forward thinking

Trust

CHOOSE THE TOP DESCRIPTIONS THAT RECEIVED THE MOST VOTES AND THAT BEST ALIGN WITH YOUR MISSION AND VISION.

Welcoming

Reliable

Forward thinking

## WRITE A VALUE FOR EACH OF THEM



**WELCOMING**

We make everyone that walks into our venue feel like a VIP.



**RELIABLE**

We consistently exceed expectations with unwavering quality and service.



**FORWARD THINKING**

We lead the industry with bold ideas and experiences that no one expects.

DON'T LET YOUR VALUES SIT COLLECTING DUST AT HQ

incorporate them into your hiring process and employee experience every day.



## HIRE AGAINST YOUR VALUES WITH RIKTA.

Once you're done, rikta helps you make hiring decisions that align to your unique company values.

With rikta, where you once relied on gut feel, you now have data led insights to help you make great hiring decisions.

