

Using Core Values To Build Your Bottom Line

Core values are popular business tools for employee empowerment and morale building. But they ought to be strategic tools that add to your brand and directly increase your bottom line. If your core values live on a poster or get used mostly at staff retreats and annual meetings, you may be leaving money on the table.

Get ready to bring your core values to life and add tangible value to your brand!

Core values statements have become a mainstay of business life, but rarely have a great deal of life beyond the website or employee manual. The recent epidemic of corporate fraud included a number of organizations who had exemplary core values statements. Unfortunately, those statements seemed to have little direct business application.

For most businesses, they either have no explicit list of values, or if they do, the list is not a strategic tool. But in business, everything ought to be strategic and everything ought to build the bottom line.

Even if you have never thought about core values, or your company is so small they seem irrelevant, there is a great deal to be gained from learning how to use your values strategically.

In this presentation you will learn some of the key ways to develop core values that are strategic and value-building for your business. You will also get a chance to begin to think of some important ways to build those core values into your own business operations in a way that will directly build your bottom line. In order to get the most value out of the session, come prepared with

- Your company's mission statement
- Your company's core values

When you leave this presentation, you will already have found at least three specific, measurable ways to strengthen your brand and either increase revenue or decrease cost through the strategic use of core values. In other words, you'll leave with real results already in the making.

Amie Devero has over fifteen years experience in helping organizations and people produce extraordinary results. Over the years she has spoken to hundreds of audiences and provided training to over 10,000 adults. Some of her articles have appeared recently in Financial Executive Magazine, MWorld (The Journal of the American Management Association) as well as in several of The Business Journals around the country. She is a partner in Framework Consulting, a management consulting firm that bridges strategy and people, working with organizations to produce breakthroughs in their results. She lives in Tampa, Florida where she hosts a show on WEDU television.