



Value Statement Template

Company Name: _____

1. Core Values:

- **Value 1:** _____
 - Description: What does this value mean to your company?
 - Example: How is this value demonstrated in your company's actions or culture?
- **Value 2:** _____
 - Description: What does this value mean to your company?
 - Example: How is this value demonstrated in your company's actions or culture?
- **Value 3:** _____
 - Description: What does this value mean to your company?
 - Example: How is this value demonstrated in your company's actions or culture?
- **Value 4:** _____
 - Description: What does this value mean to your company?
 - Example: How is this value demonstrated in your company's actions or culture?
- **Value 5:** _____
 - Description: What does this value mean to your company?
 - Example: How is this value demonstrated in your company's actions or culture?

2. Mission Statement:

- **Mission:** _____

LaAphills

- Description: What is the primary purpose of your company? What do you strive to achieve?

3. Vision Statement:

- **Vision:** _____
 - Description: What is your long-term goal? What impact do you aim to have in your industry or community?

4. Unique Value Proposition (UVP):

- **UVP:** _____
 - Description: What unique benefits do you offer your customers? Why should they choose your company over others?

5. Proof Points:

- **Proof Point 1:** _____
 - Description: Provide evidence that supports your value proposition. This could be in the form of testimonials, case studies, awards, or specific product features.
- **Proof Point 2:** _____
 - Description: Provide evidence that supports your value proposition. This could be in the form of testimonials, case studies, awards, or specific product features.

6. Implementation Plan:

- **Communication Plan:**
 - Internal Communications: How will you communicate these values within your organization?
 - External Communications: How will you communicate these values to your customers and the public?
- **Policy Integration:**

La[^]phills

- Recruitment: How will you integrate your values into your hiring practices?
- Performance Reviews: How will you ensure employees are living your values in their daily work?
- **Leadership Actions:**
 - Demonstrate Values: How will your leadership team embody these values?
 - Recognize and Reward: How will you acknowledge employees who exemplify your values?
- **Monitoring and Reinforcement:**
 - Feedback Mechanisms: How will you gather feedback on how well your values are being upheld?
 - Regular Reviews: How often will you review and potentially update your value statement?

7. Long-term Goals:

- **Goal 1:** _____
 - Description: What are your long-term objectives related to your values?
- **Goal 2:** _____
 - Description: What are your long-term objectives related to your values?