

# Stewardship Forum

An evangelical alliance Partnership for Change

Events : Selected Materials from M:POWER 2004

**Title: Core Values**

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## ARE YOUR CORE VALUES REALLY CORE?

“Core” values are the essential and enduring values of an organisation. Their value is intrinsic, and they require no external justification (e.g., external competition, operating environment, management fads). They should be timeless.

Companies tend to have only a few core values, usually between three and five. In one study, none of the “visionary” organisations had more than five. Most had three or four.

After indicating the values you believe to be “core,” ask yourself the following questions:

1. If circumstances changed and penalized you for holding these core values, would you change them?
2. Would you retain these core values regardless of how much the market changes, competition increases, financial fortunes shift, etc.?
3. If you awoke tomorrow morning with enough money to retire for the rest of your life, would you continue to live these core values?
4. Can you envision these core values being as valid 100 years from now as they are today?
5. Would you hold to these values even if they became a competitive disadvantage?
6. If you were to start a new organisation tomorrow in a different type of work or ministry, what core values would you build into the organisation?