



## **TIP OF THE WEEK**

August 14, 2007

Does your company have a mission statement, a vision statement, and corporate values? When was the last time you started off a meeting by asking someone to tell you what those values are? We regularly meet with management teams who have no recollection of their stated values. If your organization really stands by these things, then everybody ought to know what they are and what they stand for. Not just the management team, but also the entire company. A value is only a true value if you would accept a financial penalty and still hold it. I work with a small independent school that went coed after a century of single sex education. It was a business decision designed to keep the school viable in the future. But by going back on its long-standing value, the school took a huge hit with an important constituency, its graduates and financial contributors. Start your meetings with and discuss your values on a regular basis. Live them through action. And if you don't have organizational values, why not? Ask yourself what the world would be missing if your company wasn't around. The answer may surprise you - and inspire you. That's not just some consultant talk. That's good business.

Good luck. Work **ON** your business. Stay in touch.

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