

R.A.M.P. Guidelines

Repeatable

Can you share this value over and over again?

Core values are values that show their face every day, on a continuous basis. They need to be an everyday part of the organization.

Actionable

Can I connect a tangible action to this value?

Does the value go beyond a concept? Can I put in into action? Connecting a question to the value can be so helpful here.

Memorable

Is it catchy? Does it flow really well?

A group of people who can REMEMBER, RECITE, and REPEAT the core values will ALWAYS make a bigger impact.

Purposeful

Does it protect and bring clarity to part of the mission?

Is it helpful in bringing people forward?

We need strategic clarity when we write and select VALUES. Each VALUE needs to purposefully add something.