

Value Writing Tool Kit

Helpful Action Verbs

Want to make your value statement actionable? Start your value statement with a verb. Here are some helpful starting words that may help get the creativity flowing!

Accelerate	Achieve	Advance	Assist
Boost	Bring	Build	Clarify
Coach	Communicate	Connect	Consult
Convince	Create	Cultivate	Deliver
Design	Develop	Direct	Educate
Enable	End	Enforce	Engage
Enhance	Ensure	Exceed	Exemplify
Extend	Forge	Foster	Feed
Grow	Identify	Improve	Influence
Inspire	Launch	Learn	Mentor
Navigate	Organize	Partner	Persuade
Pioneer	Produce	Promote	Raise
Reach	Refine	Refocus	Reimagine
Revamp	Shape	Streamline	Sustain
Support	Ask	Execute	Form
Transform	Update	Verify	Win
Listen	Allow	Protect	Submit

EXAMPLE

The broad value of “Respect.”

What does the word mean? It can be used as a verb, but usually it’s used as a noun in a list of traditional value statements, and typically means something like this:

: due regard for the feelings, wishes, rights, or traditions of others.

What does the organization mean? Depending on the context of the organization, this could be answered in a number of different ways – let’s decide the organization is going to focus on GIVING PEOPLE THE FLEXIBILITY AND SPACE TO HONOR EACH OTHER’S OPINIONS. The organization doesn’t want to change their core mandate or mission, but everyone should be respected no matter their opinion or tradition.

Go through the RAMP Guidelines

REPEATABLE: The behaviour of respecting the viewpoints of others can, and should, happen every day! Leaders can exemplify that, no problem.

ACTIONABLE: The organization needs to focus on the actual action of respecting the differing opinions ‘at the table.’ It may even work to use the word ‘respect’ as a verb instead of implying a ‘noun’.

MEMORABLE: The word ‘respect’ by itself may be easy to remember, but it doesn’t give the organization any clues as to what the organization actually means.

Purposeful: Assuming the organization is about people and leading them forward, any aspect of ‘respect’ will typically help in building trust and maturity in the organization.

Be Creative and Write. This value is about people and relationships, so any verb that helps to bring people together, or allow for a safe space, is probably a good place to start. We could try one of these starting verbs:

Extend	Create	Listen	Allow	Respect
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Write some phrases (starting with a verb) that could turn into the RAMP value you're looking for. For example:

Extend respect no matter what.

Create occasion for another opinion.

Listen to understand, not to respond.

Allow for different opinions.

Respect the opinions of others.

The next few steps include your specific context.

All the Spirit to help you strategically select the values. Give it some time and space, pray about it, and let one naturally stand out. This is the process of allowing the Spirit to help you recognize the final statement. You'll want something that fits both the RAMP guidelines, as well as your context.

Validate your selection by asking people. There's no better way to know you selected a winner, than by asking the people who will be exemplifying the values.