Top Core Values of the JE Moss Leadership Team:

Now, we are going to test these core values to narrow our list to 3-5 team values.

For each value, test it against the following questions:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Test Question** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| If you were to start a new organization, would you build it on this core value regardless of the industry? |  |  |  |  |  |  |  |  |  |  |
| Would you want your organization to continue to stand for this core value 100 years into the future, no matter what changes occur in the outside world? |  |  |  |  |  |  |  |  |  |  |
| Would you want your organization to hold this core value, even if at some point in time it became a competitive disadvantage—even if in some instances the environment penalized the organization for living this core value? |  |  |  |  |  |  |  |  |  |  |
| Do you believe that those who do not share this core value—those who breach it consistently—simply do not belong in your organization? |  |  |  |  |  |  |  |  |  |  |
| Would you personally continue to hold this core value even if you were not rewarded for holding it? |  |  |  |  |  |  |  |  |  |  |
| Would you change jobs before giving up this core value? |  |  |  |  |  |  |  |  |  |  |
| If you awoke tomorrow with more than enough money to retire comfortably for the rest of your life, would you continue to apply this core value to your productive activities? |  |  |  |  |  |  |  |  |  |  |
| Does the value help us achieve our vision and mission? |  |  |  |  |  |  |  |  |  |  |

Adapted from Collins, J., (2013). *Collins/Porras vision framework.* Retrieved from <http://www.jimcollins.com/tools.html>.

List the Core Values that tested YES to all the questions: