

Values-Led Leadership: Driving Your Operation Straight to the Bank



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IDENTIFY YOUR CORE VALUES

SHARE THEM WITH YOUR TEAM AND BEYOND ... OFTEN

- ✓ In company meetings
- ✓ In written communications
- ✓ On your website
- ✓ In your marketing materials

INTERACT WITH YOUR TEAM, INCORPORATING YOUR VALUES INTO YOUR INTERACTIONS

- ✓ Check in with team members often, not always about work
- ✓ Invest in your team members
- ✓ Listen to them, and solicit feedback often
- ✓ Tie job descriptions, policies, and performance discussions to values

SET GOALS THAT ARE ALIGNED WITH YOUR VALUES

- ✓ SMART goals are Specific, Measurable, Achievable, Relevant, Time-bound
- ✓ Organization-wide goals that cascade through every level of the organization
- ✓ Tie your goals back to the core values you have defined, in some way

VALUE ALL EMPLOYEES AND BACKGROUNDS

- ✓ Celebrate diversity
- ✓ Seek out team members with a wide array of experience to ensure your team is strong
- ✓ Express gratefulness for the contributions of your team members, often, and loudly ☺

KEEP YOURSELF IN CHECK

- ✓ When facing a difficult decision for your business, consult your values for the answer
- ✓ Invite your direct reports to provide you with feedback, related to the manner in which you are demonstrating your values—or better yet, when you aren't
- ✓ Seek out a mentor to provide you with ongoing guidance related to values-led leadership

