

home[®]

Working out our new normal

Your COVID-19 resources pack

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Chapter 5:

Making your values and purpose mean something



Hello



It can be tricky to keep your personal and business values and purpose front of mind when you're in the middle of a global crises and having to make some pretty tough calls on a daily basis. But, customers and importantly, employees, will remember how businesses reacted during this time.

We don't know about you but, working remotely for the first time has stretched us. It's been tough at times and we've had to fight hard to feel as motivated as we usually would when we're all together bouncing off the creativity of the studio.

We still miss each other, but we've found our remote rhythm. That's down to our values and culture being so strong that they transcend physical space. We know what matters to us and it's at the heart of all our decisions.

We've seen a whole range of business activity globally; from companies who are thinking about the crisis as an opportunity to completely re-evaluate how they do things, to those who are focusing only on the short-term. There's no one size fits all solution, but we know that those businesses who **focus on their people, culture, purpose and values** – whatever their financial situation – will come out with a stronger culture, perhaps than ever before. This chapter focuses on exactly that.





Make your values and purpose mean something

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Organisational purpose and values are going to be stress tested more than ever over the coming weeks. We need to think of ourselves as guardians, role-models and champions of them. How can we keep the company's moral code at the forefront of everyone's minds?

This week we've focused on quick, tangible ideas on how you can stay true to your purpose and values during COVID-19 and, encourage your businesses, and teams, to do the same.

Why focus on values, culture and purpose now?

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1

Meaning equals motivation

“Once they’re past a certain financial threshold, many people are as motivated by intrinsic meaning and the sense that they are contributing to something worthwhile as much as they are by financial returns or status.”

Rebecca Henderson,
Harvard Business School.

2

It makes good business sense

We know that businesses who are purpose-led and values driven are **financially more successful**. Simon Mainwaring, New York Times best-selling author, suggests **91%** of consumers would switch brands if a different one was purpose-driven with similar price and quality.



3

To keep the loyalty of our people

Research tells us that employees are more loyal to businesses who make decisions **true to their purpose and values**, this is particularly true in times of crisis. A Harvard Business Review study found employees who derive meaning from their work report almost **twice the job satisfaction** and are three times more likely to stay with their organisation.

4

To care for our employees' mental health

We're a month into remote working in many parts of the world and, in some industries, large proportions of the workforce are suffering increased anxiety or sickness leave. **Let's remind our people why they come to work and, why they care.**

5

Habits are forming

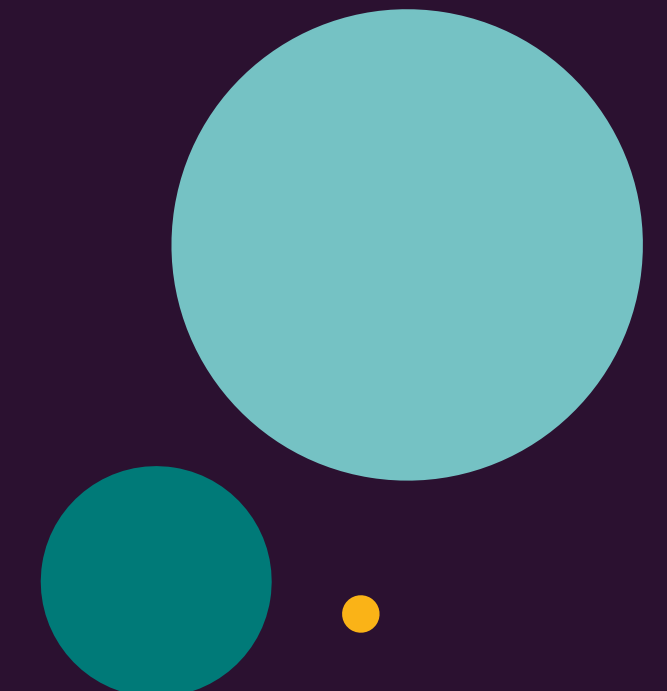
Remote working is tough, and we're hearing reports of **lowered motivation** in nearly every industry we work with. Now is the right time to use your purpose or values to unite your people behind what really matters.



6

Purpose and values can make the connection

We all want to be, and feel, part of something bigger than ourselves. Organisational values and purpose **can make the connection** for your people between what they do, how they contribute, and why it matters.



7

Purpose-driven companies are more innovative

Right now, we're all experiencing constant change and disruption. We're looking for new and innovative ways to do things, to make our businesses work. Research tells us that **when rallying behind something that matters**, employees are more likely to quickly adapt and transform.

8

Because meaning matters more than ever

The **right culture forms the basis for the right behaviours**, decisions and attitudes to protect, adapt and grow business. Your culture might be showing up remotely, but it's still showing up. We should **all be questioning** how it looks.

Activating your values remotely

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You'll probably recognise some or all of your organisational values in the wheel on the following pages.

We've focused on small, tangible ideas that you could adapt for an entire organisation, or simply use in team meetings. The ideas might be simple thought starters, but our goals are clear:

- 1. Talk about your values during the crisis.**
- 2. Bring them to life for your people.**
- 3. Make an emotional connection to your values.**

Activating your values remotely



1 Collaborative values

Collaboration sprints

We've all heard of design sprints and hackathons and these are great collaboration activities. Bring your team together over Zoom to solve a challenge you've been facing for a while.



2 Achievement values

Vision mapping

What has this experience taught us that we can take forward to shape our future culture?



3 Authentic values

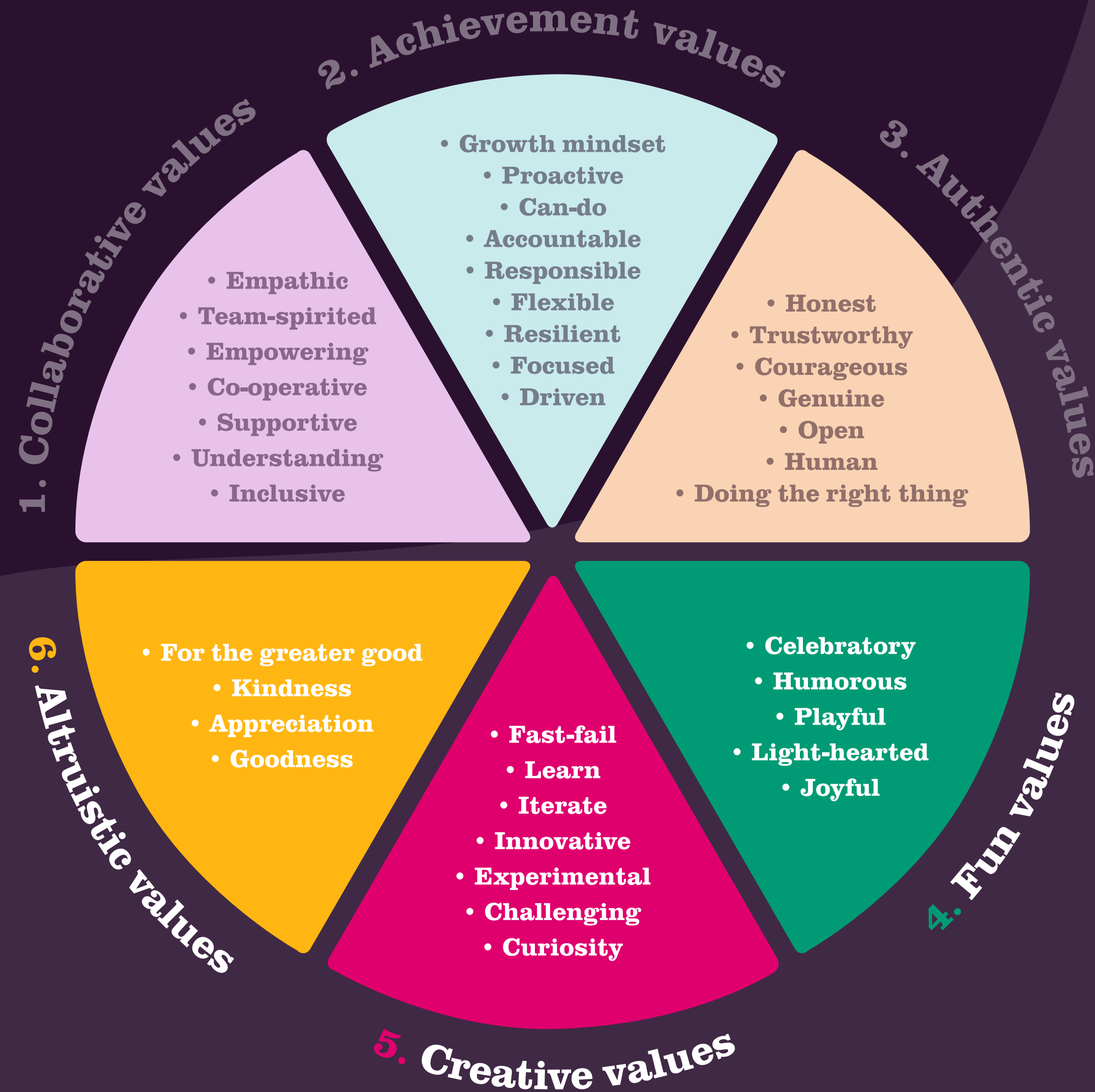
The story of us

Ask your people to share stories about their experience of remote working. Encourage them to share when they've been at their most vulnerable or emotional.

The values playbook

Written by your people, for your people. Ask your employees to share stories of how they're living the values throughout this experience. Curate them to document an online playbook full of stories, hints, tips and learnings that we can take forward.

Activating your values remotely



4 Fun values

Online memories

Ask your employees to share photos of work memories that have brought them joy. Ask them to share the story behind the picture.



5 Creative values

Epic fail party

Innovation is often a series of failures before success. In teams, host an online epic fail party. Try sharing and then celebrating one failure a week and talk about what you've learnt and what will be different next time. Party poppers are optional.

The values quiz

Design a personality quiz based on your values. The goal is to help your people explore how they align with each of your organisational values. Individuals can share their values personas online.



6 Altruistic values

Share a moment of goodness

Publicly recognising one of your colleagues

Share a personal story of appreciation

What have you come to value most since working remotely?



Aligning your purpose and values

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To feel truly aligned organisationally, employees need to understand their own purpose and values.

Research tells us that individuals who have a strong sense of purpose also have higher levels of wellbeing and right now we could all benefit from some positive self-exploration to understand what matters to us most.

Try sending our simple purpose and values reflection tools to your employees, they're great conversation starters.

My moral compass

A pledge template aligned to your personal and organisational values...

During my new normal

My personal values are...

My organisational values are...

How I will live these – what I will do...

What behaviours I will avoid – what I won't do...

How I am likely to be tested – my trigger points...



Values & behaviours self-reflection sheet

Try writing your answers out once, then review everything through a values lens.

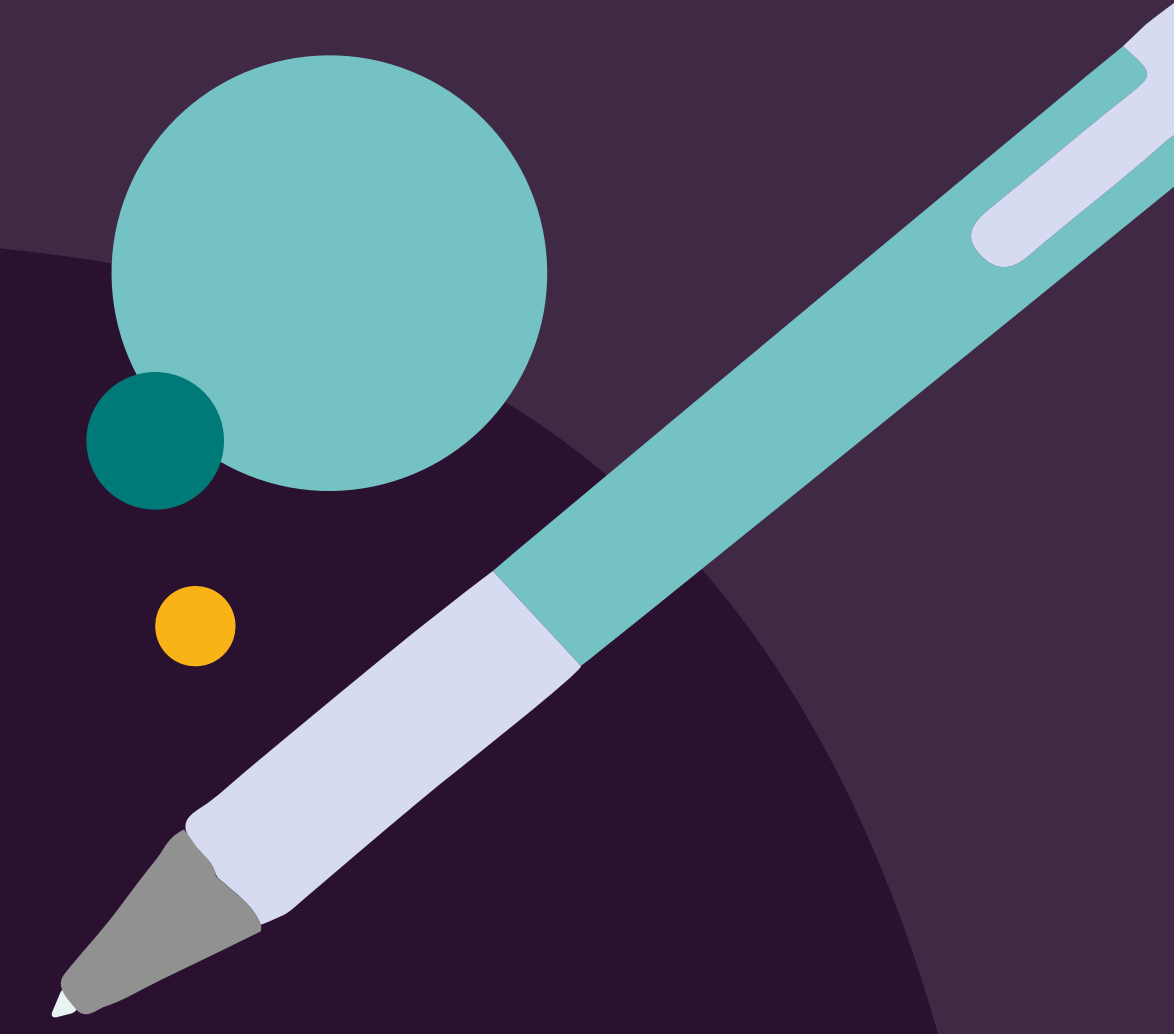
Situations I handled well...

What was good
about what I did?

Situations that
didn't go so well...

What I could have
done differently?

What I've learned...



Telling your purpose and values story

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At Home, we love to tell stories. To keep it simple, storytelling works because of how our brains are hardwired.

Research shows us that more of our brain gets switched on when we listen to stories. If we hear a wonderful story about a delicious meal that our friend has eaten, our sensory cortex lights up. If it's about motion, our motor cortex gets activated – and so on. The more our brain is activated, the more meaningful something becomes.

We also spend the day thinking in narratives. Whenever we hear a story, we're looking for cause and effect. Our brains try and relate whatever we're hearing to one of our existing personal experiences – this taps into our emotions, making us feel whatever the storyteller is feeling.

Stories are a great way to plant meaningful ideas, thoughts and motions. Ultimately, stories are a great way to drive the behaviour we want to see. So how do we tell a purpose and/or values story?



Giving your purpose and values story structure

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Try the CAR model to encourage your people leaders and employees to find their inner storytellers.



Crisis

What has been the **biggest challenge** you've faced as a result of the current crisis?

Action

How have your **purpose and values shown up** through this period?

Result

What have **you learned because of this experience**?
How have your purpose or values helped you or the business **overcome the challenge**?

Values heroes



Great stories have great characters and every story has a hero; the best stories also have a mentor.

Try asking your people to share personal stories and nominate their values mentors.

Values mentor

Nominate a colleague who has taught or influenced you to better live the values. This person should embody your organisational values and will always help and encourage you to do the same.



The purpose challenge

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As we're motivating our teams and encouraging them to focus on what matters, try helping them to connect with their own personal purpose.

This activity works best as a reflection exercise. Send it out to your employees and ask them to spend the week filling in the grid as and when the answers feel natural to them. Once filled in, ask your employees to start spotting themes in their answers.

The purpose challenge



The exercise is designed to help you explore how to better bring your personal purpose into your work life.

Once you've answered all the questions, try to spot themes in your answers. Look for the top three or four themes. As an example, perhaps you'll see a theme of care, kindness, or adventure. Once you've identified your personal purpose themes, try thinking about how you could use them to reframe your work challenges. If helping people is a big motivator for you, think about how you could find more opportunities to help people do this as part of your daily role.



1. What made you feel most motivated today?	2. What makes you almost forget to make lunch because you're so absorbed ?	3. What have you found out about yourself during the crisis?	4. What about you would make your childhood self proud ?
5. How have you made a positive impact today?	6. If you could fix one of the world's problems, what would it be?	7. What do you want your career legacy to be?	8. Is there anything you always said you should do?
9. What makes you most proud of your job?	10. Over the last week, when have you felt the most joy ?	11. What are you doing during the day when you feel you've got the most purpose ?	12. What would you achieve in your wildest dreams ?
13. What are your favourite childhood memories?	14. What do you want your family and friends to think about you?	15. When you've had a great interaction with someone, how does it make you feel ?	16. If you didn't have a job, how would you fill your hours ?
17. What are the feelings that you desire most ?	18. What's your biggest fear ?	19. What have you learnt about yourself from overcoming your biggest challenges ?	20. If you could be granted just one wish for your life, what would you wish for ?

Need extra support?

These ideas aren't bespoke, they're just starters to help you think differently about the current challenges we're all facing. They are some of the high-level solutions we're seeing our clients work through. There's so much good general advice out there, but if you have a specific challenge you'd like to chat through, our lines always open.

Give Hattie, our lead strategist, a call on **07850 491 827**. We've also set up a dedicated mailbox **support@thisishome.co.uk** if you'd like to request sample agendas, tools or templates to help you.

We're in it together,

Home

