



**Open-i
Advisors**

CULTURE & CORE VALUES REFINEMENT

Your vision is what you aspire to be, your mission is how you will do it; your values are the behaviors you will follow while you are reaching for your mission. However, if you haven't taken the time to intentionally establish a specific set of standards, you run the risk of others shaping your business' public perception. You also run the risk of creating a workforce that is misaligned with each other and the common values of the company.

Open-i Advisors' core values discovery engagement, takes companies through a proven process of uncovering them, and building a plan to leverage those values and the culture they represent, everything from employee engagement to marketing materials to product development.

STEP ONE: Interview Everyone

Corporate Core Values are the values of individuals applied to the goals of a business. So, a survey or interview that uncovers what each individual values is the foundation for this engagement. From the part time intern to the CEO, every staff member is asked the same questions to drill down to what is important to them as individuals and employees. We use a mix of open open ended and multiple choice questions that produce honest and thoughtful responses and key data points that can be used for analysis.

STEP TWO: Look for Overlap and Craft Messages

The goal when uncovering Core Values is to look for overlap in what individual employees value in order to uncover what matters most to your organization as a collective. We analyze all of the responses to our survey and look for the themes that are repeating. These themes and the language used to describe them become the basis for your Core Value Statements.

STEP THREE: Leverage Values

This stage is where the real value of a Core Values exercise exists. Open-i Advisors will develop a strategy for leveraging the value statements you have created in every department. From HR to Customer Support to Sales and Marketing, we will build a plan to use your core values as both a competitive differentiator and basis for decision making.

About Us

Open-i Advisors helps businesses make smarter decisions through consulting engagements that help organizations navigate their best path to growth. Whether your organization seeks to navigate from old markets to new ones, or simply maximize its success in the Internet infrastructure market, Open-i Advisors can help.

Put our industry experience to work for you.

Contact Us

 info@openiadvisors.com

 www.openiadvisors.com

 [/openiadvisors](https://www.facebook.com/openiadvisors)

 [Open-i Advisors](https://www.linkedin.com/company/open-i-advisors)

 [@openiadvisors](https://twitter.com/openiadvisors)