

CORE VALUES CREATION EXERCISE

(Inspired by Gino Wickman-Traction)

STEP 1: Envision your “Dream Team”

This is preferably an existing team member, but if necessary it can be a past team member, a colleague’s team member or a composite of your version of the perfect employee per position.

STEP 2: List out the characteristics and traits that the “Dream Team” embodies.

Office Manager

Associate Dr.

Hygienist

Front Office

Back Office

Treatment Coordinator

Other Positions

STEP 3: Circle the traits above that really resonate with you and are highest priority. Draw a line through the ones that are not.

STEP 4: Reduce the list to a maximum of seven core values. List them here.

1.

2.

3.

4.

5.

6.

7.

STEP 5: Integrate core values into a sentence: “We strive to...” “We always...”
List them on the Foundations/Growth Worksheet and Team Cultural Assessment