

VALUES

Values...

...represent the core priorities in the organization's culture, including what drives members' priorities and how they truly act in the organization.

...drive the intent and direction for "organic" planners.

...well articulated, provide everyone with guiding lights, ways of choosing among competing priorities, and guidelines about how people will work together.

...should take into consideration the values of customers, stakeholders employees and the community.

Establish four to six core values from which the organization would like to operate.