



# CARE OF VALUES



# TABLE OF CONTENTS



**01**

## Main aim of the module

**02**

## Core values

- Definition

**03**

## Values, mission, vision and purpose of a company

- Mission
- Vision
- Purpose

**04**

## Importance of aligning employee and company values

- SNAIL project
- SMEs
- The company
- The employee

**05**

## Values that companies look for

**06**

## Success





# Care of values

## Main aim of the module

How the connexion between organisational (or interpersonal) values and individual values is essential for the success of a company.

## Objectives

Understanding what core values are

Understanding what the mission, vision and purpose of a company is

Understanding the importance of aligning employee and company values





## Core Values

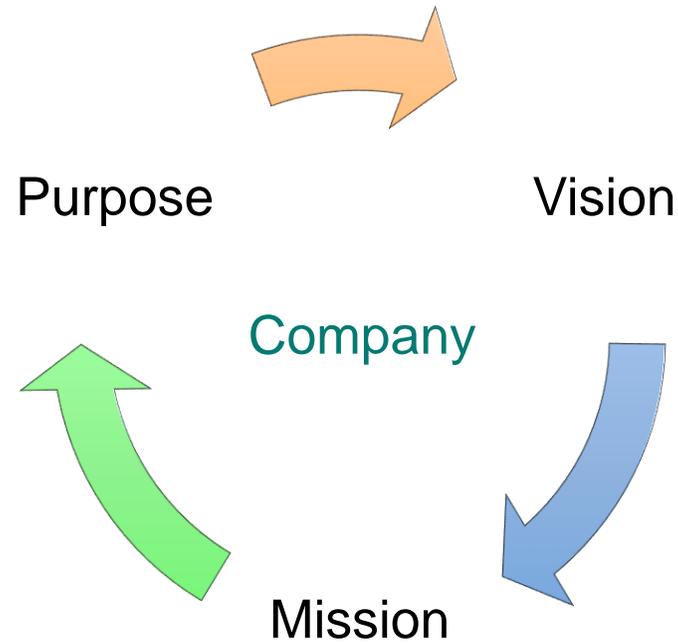
Core values are the fundamental beliefs of a person or organization. They guide a person or organization's behaviour with others. They are essential when you make decisions, build relationships and solve problems.





# Values, mission, vision and purpose of a company

A company needs to be clear about its value, mission, vision and purpose in order to succeed. But what are they for?





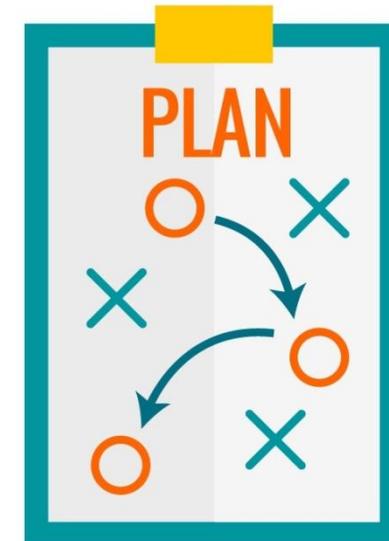
# Mission

The mission is what the organisation wants to achieve in a specific period of time.

A good mission should describe what the company does and doesn't do. Both now and in the future, it should provide a focus for management and staff.

In short, a good company mission statement should:

- Include temporality,
- Describe the business in which it operates,
- Define the customer,
- Metrics by which success is defined.





## Vision

A company's vision describes its plans, the world, its customers and itself. That is, it indicates how it would like the world to be in a few years. This includes an idea of what changes they want to see in the world. Also how they imagine the lives of their customers improving. And lastly, it describes what kind of organisation it would like to be.



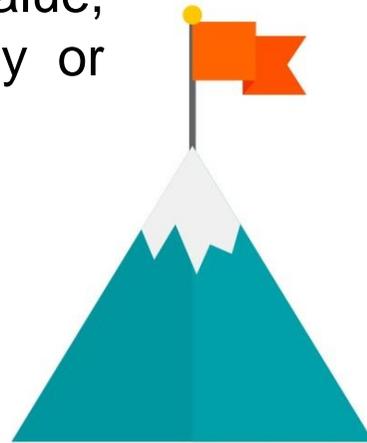


## Purpose

A company's purpose is its permanent reason for existing. It is why you do things. The backbone on which we depend to make decisions, whether in everyday life or when the issue is crucial. With a purpose, we can discern between decisions that are right and generate real value, from those that are simply easy or even technically eligible.

The reality is that without a purpose, you will only make decisions with a short-term benefit. Strategy alone is not enough without a purpose.

The purpose of a company is permanent. Only in extraordinary cases does it change, and then only to adapt to major changes.





# Values, mission, vision and purpose of a company

**Purpose:** is the reason for the existence of an organisation, why you do things.

**Mission:** what you do to achieve your purpose over a period of time.

**Vision:** is the reality that the company would like to see for the world, its customers and itself.





# Values, mission, vision and purpose of a company

Where do company values merge  
with employees?

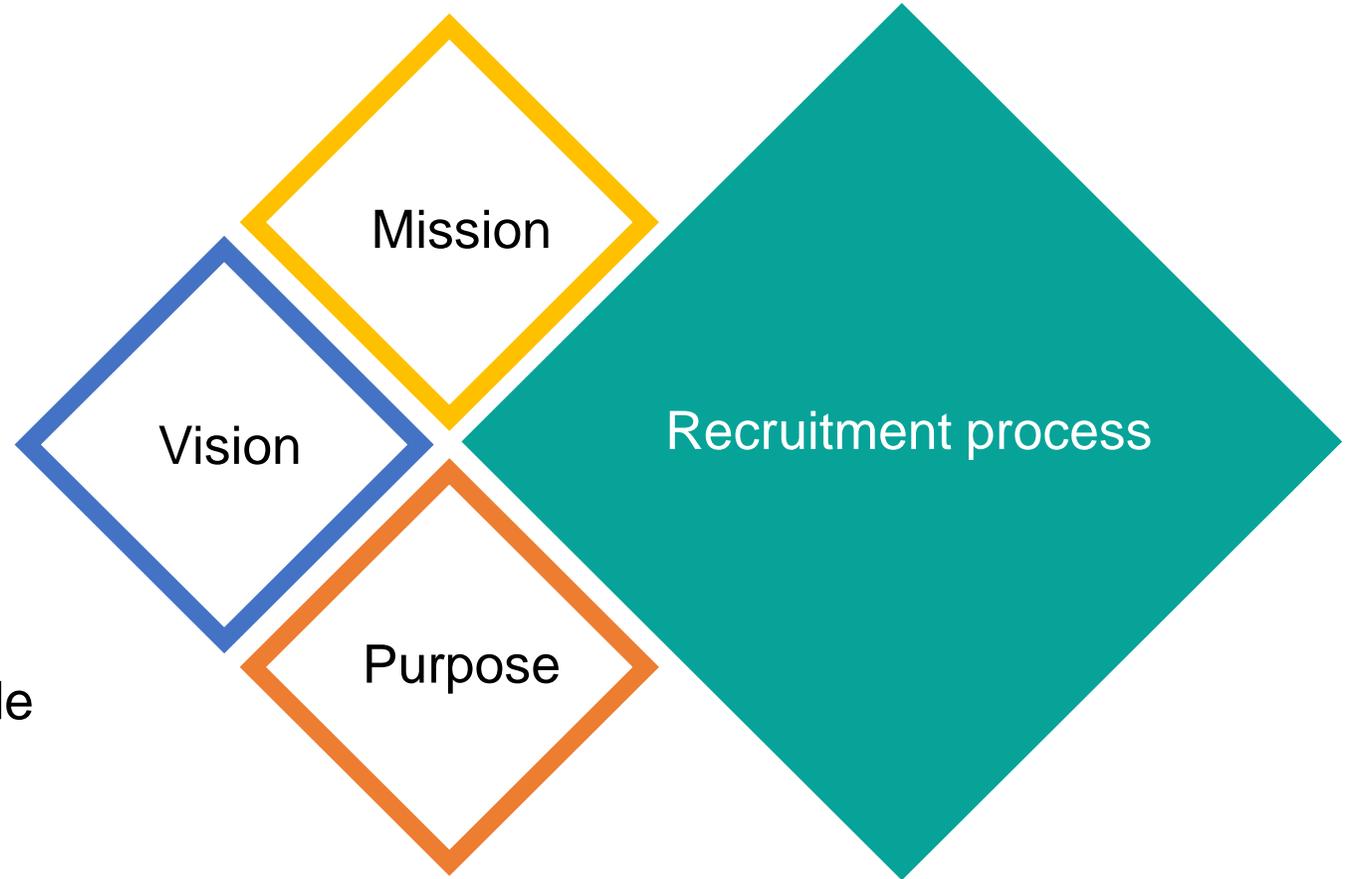
In the recruitment process.

Employer

Who does the  
company hire?

Employee

Who does the person decide  
to work with?



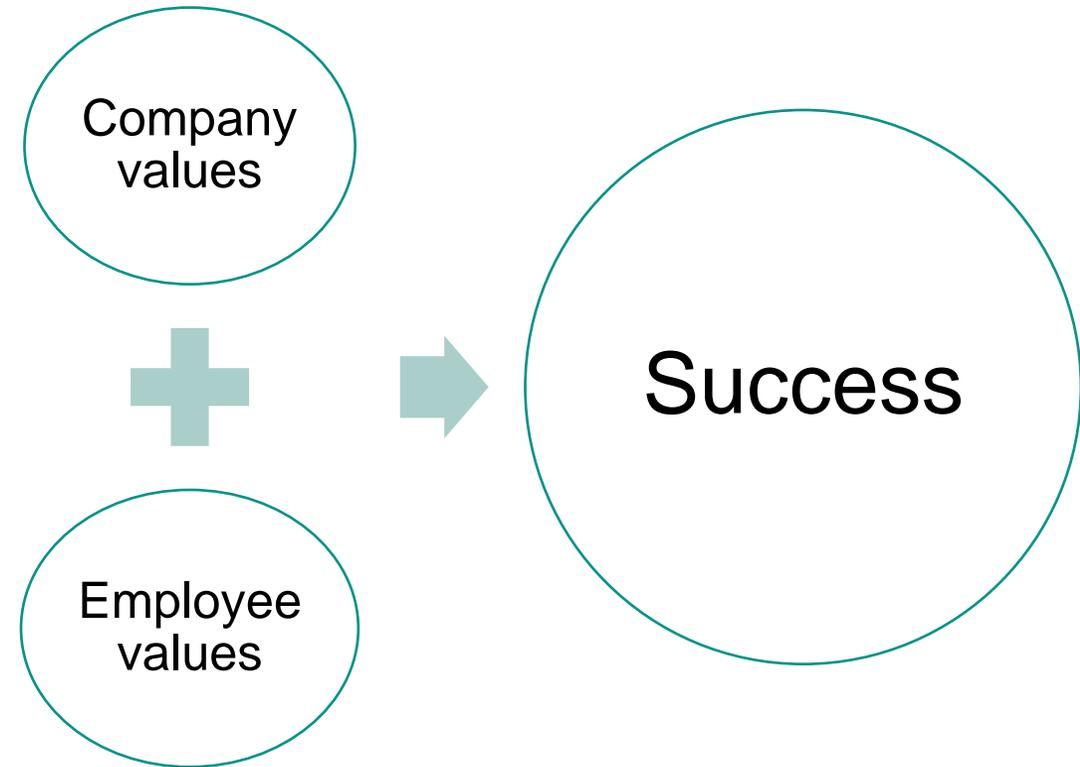


# Importance of aligning employee and company values



## SNAIL project

The aim of the SNAIL project is to help companies and employees understand the importance of values, because if they do not go in the same direction, the employee will not be happy and the company will fail. To do this, both the company and the employee must be clear about their values. This is especially important in SMEs.





# Importance of aligning employee and company values

## SMES

The fusion of values between the employee and the company is especially important in SMEs because they need not only professionals but people with soft skills.

If a big company makes a mistake, it can correct it, but for an SME it is different. The value of an SME is only as great as the value of each and every person in it so not hiring the right person can lead to failure.



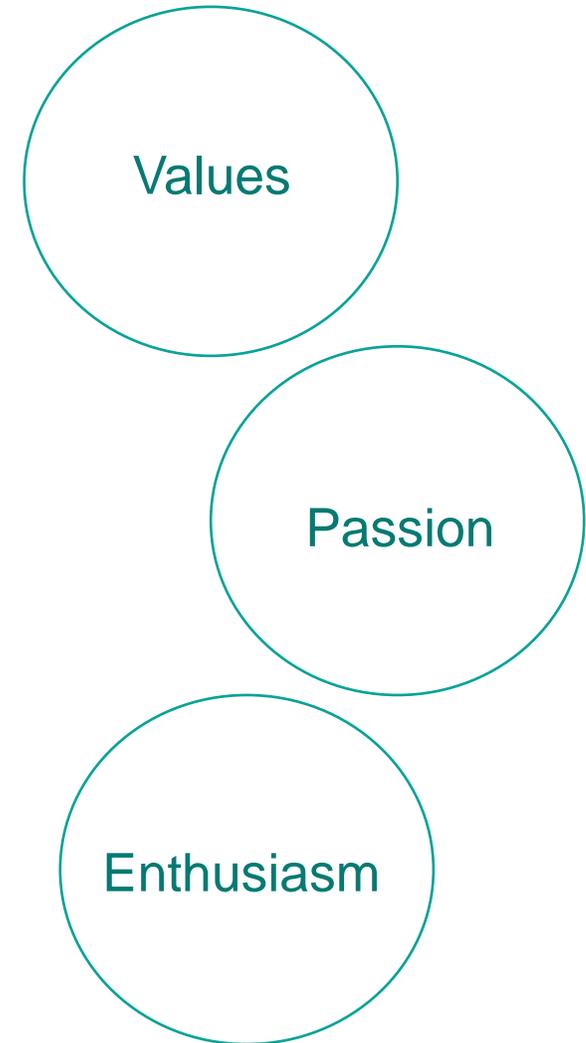


# Importance of aligning employee and company values

## SMES

When the employee has different values to those of the organisation, the relationship doesn't work. If the company does not select people well, the "value" is blurred because everyone goes in a different direction. As the company evolves, the values may also change and it has to make sure that everyone identifies with the new values.

It is important to surround yourself with people who "feel" the same. They do not have to think alike but they must have similar values and share passion and enthusiasm for the idea, the project, the SME.





# Importance of aligning employee and company values

## The company

The company has to transmit to the employee what it is looking for from him/her, but it also has to transfer its values, its way of doing things, in short: its mission, its vision and its purpose.

It must have a clear understanding of the values they want to transmit to their external customers as well as their internal customers (the employees).

The company's values will initially be those of its founders, and later they will be those of each of the people who work there.





# Importance of aligning employee and company values

## The employee

The employee must be clear about his or her intrapersonal values. They must be values that work for them and with which they feel comfortable. These values do not have to be the same as those of the organisation. However, the employee must know the company where they want to work beforehand so that when they are inside they do not realise their values are not aligned with it.

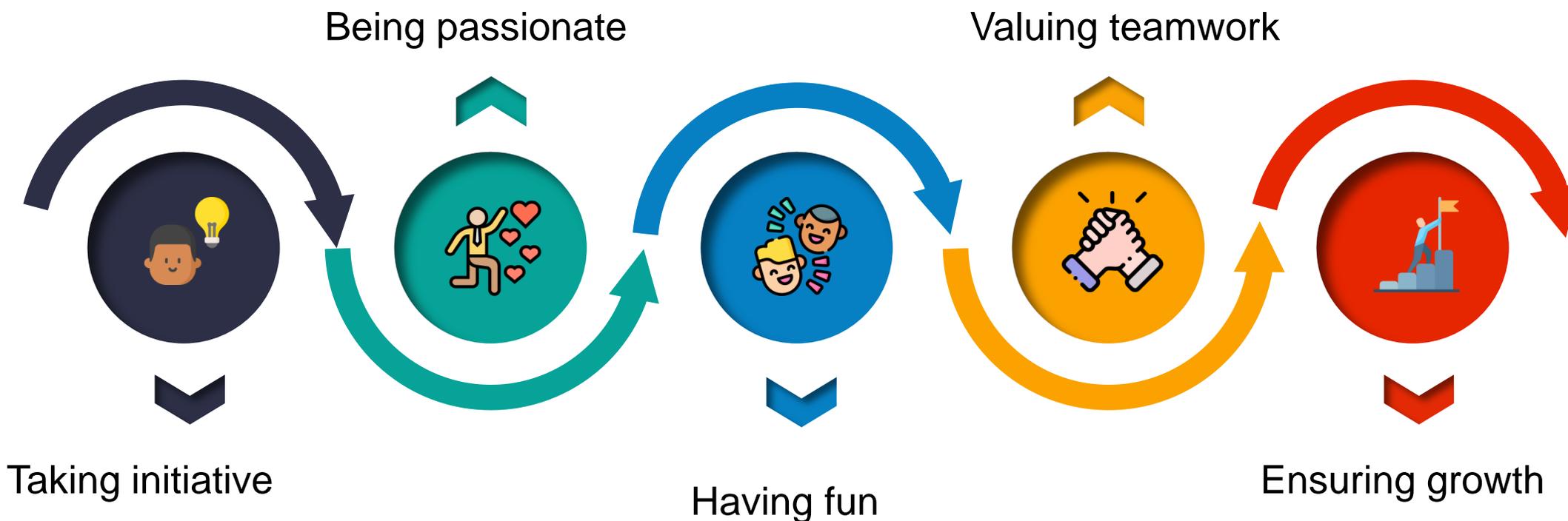
If the employee does not understand the company's values, they will make decisions that are not aligned with it, which will affect their department and the organisation as a whole.





## Values that companies look for

Values that a company looks for in an employee, that help them make better decisions, be more productive and happier at work.





## Success

Companies should define the values that they want to convey and make them known to everyone. They must stand up for them and make sure that everyone around them knows and shares them. This way, they will attract people who share their vision and that will increase the value of the SME.

Employees must know that there are no good or bad values but values with which they agree or disagree. They must decide whether their values align with those of the company where they want to work in order to be happy.





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THANK YOU

Care of values