

# Identifying Your Practice's Core Values

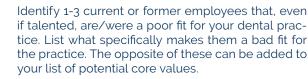
### **Tool guide**

**CORE VALUES:** The handful of rules defining culture, which are reinforced through every person on the team on a daily basis.

#### **STEP ONE**

Identify 1-3 current or former employee(s) that embody what is best about your dental practice. List what specifically makes them so great to a work with and so valuable to the team. These start your list of potential core values.

#### **STEP TWO**



#### STEP THREE LOOK IN THE MIRROR

Now, taking your list of possible core values, look at each one through the lens of whether you, the dentist and leader, truly embody each value. If YES - keep on the list. IF NO - then it is removed. Those that are removed are likely aspirational values.

#### STEP FOUR ASK THE QUESTION

Look at each potential core value and ask yourself, if the dental industry changed in a way that made this value a competitive disadvantage (example: patient education - even if we wouldn't benefit from it financially if the industry changed), would we still hold true to this value? If you can't honestly answer Yes, then it is a business strategy or operating practice, but not a core value. If you can answer yes - if you would continue to hold true to this value even if it meant a financial loss - it is a core value.



## Sore Values ID tool

You should be able to identify 3-5 core values.

>	LIST THEM HERE:
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