



Corporate Values

How we value the things and events in our world depends on how we value ourselves. We are a mirror of our Universe as we know ourselves to be. The same norms apply to corporate values which are directly integrated with those of the business owners and principals. Some companies care less about their employees and clientele, while other go far beyond keeping high values intact for their employees and clientele. A bakery would not survive if their baked goods did not satisfy the customers. When you value your products, you value your customers.

Corporate values come in different guises. Some deal with employee satisfaction and loyalty. Some focus on high quality standards with products and services. And when you match those onto the customer base, your company genuinely shines bright into the community or market share. Auto manufacturers fight over this prospect. It's their marketing driving force.

Setting-up a framework to enhance corporate values begins with a long-term commitment to proceed. Usually the owners or principals of the organization have a meeting of the minds and lay out the platform in which they will take the company. It's not a short route to undertake, but an honest path forward. Generating policies to support the corporate values need be included in the Vision Statement and business plan. Values need to be disseminated throughout the corporate echelon and filtered into the hearts and minds of staff and employees. Eventually, the consumer market will embrace the corporate brand.

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