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THE 5-MINUTE

VALUES HEALTH CHECK

Are your company values actually shaping the way your people work?

10 questions. 5 minutes. A clearer picture of whether your values are remembered, understood and used.

VALUES SHOULD DO MORE THAN LOOK GOOD ON A WALL.

Most organizations have company values. The more useful question is whether those values are actually influencing the culture.

REMEMBERED	UNDERSTOOD	USED
Can people recall them?	Do people know what they mean in practice?	Do they shape behavior and decisions?

How to use it: Choose **Yes** (2 points), **Sometimes** (1 point), or **No** (0 points). Answer for what happens consistently across the organization, not just within leadership.

01 Without looking them up, could most employees name your company values?

Recall is the starting point.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

02 Could employees explain what each value means in practice, in their own words?

Knowing the words isn't the same as understanding the behavior behind them.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

03 Could employees give a recent example of a colleague demonstrating one of your values?

Values become real when people can recognize them in everyday actions.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

04 Do leaders regularly reference the values when communicating priorities, recognizing people or explaining decisions?

What leaders repeatedly use, signals what the organization genuinely considers important.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

05 Do your values influence everyday decisions about how work gets done?

Strong values act as a practical guide for choices, trade-offs and behavior.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

06 Have your values helped shape a significant business decision in the past six months?

Values gain credibility when people see that they matter when the stakes are real.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

07 Are your values built into key people moments such as onboarding, recognition, feedback and development?

Recurring moments help move values from a launch campaign into everyday culture.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

08 When behavior conflicts with a company value, is it addressed, even when the person involved is a strong performer?

Values become meaningful when they influence what is celebrated, challenged and tolerated.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

09 Do people across different teams and locations interpret your values in broadly the same way?

Shared understanding makes alignment easier.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

10 Do your values still feel relevant to how your organization works today?

Values need to feel authentic to the organization people are part of now.

YES	SOMETIMES	NO
2 pts	1 pt	0 pts

ADD UP YOUR SCORE

HOW EMBEDDED ARE YOUR VALUES?

Add your points from all 10 questions. Your total will be between 0 and 20.

16-20 POINTS	**EMBEDDED** Your values appear to be more than words. People are likely to know what they mean and see them reflected in how the organization works.
9-15 POINTS	**INCONSISTENT** Your values have some traction, but the experience may vary by leader, team or situation.
0-8 POINTS	**DISCONNECTED** Your values may exist more strongly in communications than in day-to-day culture. The opportunity is to reconnect the words with shared meaning and behavior.

TURN THE SCORE INTO ACTION

EMBEDDED: Keep leaders visibly using the values. Share real examples and revisit the Health Check after major growth or change.

INCONSISTENT: Focus on your lowest-scoring questions. Ask employees what each value looks like in practice and create more opportunities to discuss and apply them.

DISCONNECTED: Start by listening. Find out what people can recall, make one value tangible through stories and behaviors, and move from passive communication to participation.

Your score is just a starting point. The lower-scoring questions show you where to focus first.

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VALUES PEOPLE CAN ACTUALLY REMEMBER.

At SongDivision, we help organizations make their values more memorable by turning passive audiences into active participants.

Our Core Values Song experience brings teams together to interpret their values, put them into their own words and create an original song around what those values mean in practice.

Because values are more useful when people remember them, understand them and use them.

Want to explore how to bring your values to life?
https://songdivision.com/experiences/core-value-song/