IP BEST PRACTICES

# Values at the core

A best practice shared by Giovanna de Beij Mazariegos.

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# Values at the core

Define the organisation's core values and align them across all levels to establish a clear cultural framework.

## Key steps

Begin by defining the organization's core values and aligning them across all levels to establish a clear cultural framework.

Ensure a shared understanding of what "values" mean in the context of the organization to guide behavior and decision-making.

Recognize that both individuals and organizations evolve, so periodically reassess values to maintain alignment.

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