IP BEST PRACTICES

Corporate Values

A best practice shared by InspiringPeople.

Generated on 22 November 2026

Corporate Values

Values people can relate to — and translate into something of their own — create an inclusive culture, if you get the mix right per stakeholder.

Key steps

Organizations are like people: they have values that are easy to change on paper but hard to change in reality, since they embody the sum of everyone in the organization. Most organizations end up with a mix of three to five values that also serve their different stakeholders — employees, customers, shareholders and society.

Analyse or list the current values and look for input on the aspired ones, thinking about layers: core values (rarely change), non-core values (shift with market changes or M&A), paradigms (unwritten rules) and behavior (the only part outsiders actually see). Then create new values that fit the mission and genuinely cover every stakeholder, typically with a different emphasis per group.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”