

The Value of Values

Your Behavior Bears Out Your Beliefs

Core Value: Health

22 But be doers of the word, and not hearers only, deceiving yourselves. 23 For if anyone is a hearer of the word and not a doer, he is like a man who looks intently at his natural face in a mirror. 24 For he looks at himself and goes away and at once forgets what he was like. James 1:22–24, ESV

In 2009, Domino's pizza was a failing brand. In fact the new company president, Patrick Doyle, appeared in a commercial that year to say so. He said his pizza wasn't very good and then shared actual reviews:

"The sauce tastes like ketchup." "Domino's pizza crust is to me like cardboard." "Worst excuse for pizza l've ever had." "Totally void of flavor."

The company listened to their customers, did some serious soul searching and then went back to the basics. They reworked their processes and their pizzas and made a better product. Before 2009 the company prioritized price, speed and convenience. Doyle made it clear that quality has to matter too. That year the company redefined their purpose and values, "Do the right thing. Put people first. Champion our customers. Grow and win together. Create inspired solutions." The turn around has been remarkable. In 2009, Domino's traded at \$8 a share, last year they hit an all time high at \$560.

There is value in values.

Values are a set of principles or standards that governs our behavior. They are a reflection of the way we see ourselves and want to be seen. They speak to what we've placed importance upon and choose to emphasize. They are the foundation for who you are and what you will be able to accomplish. Values are important.

As an organization, we've put a tremendous amount of emphasis on our values. Why? Because we believe that our values create culture and that culture wins 100% of the time.

Do you know your own personal values? How about your family values? Have you made them clear? Can the important people in your life articulate them? Do you see the value in making your values clear?

3 blessings of clearly defined values:

1. Your values help communicate your **IDENTITY**.

When people know what you care about, they get a good sense for who you are and how to better relate to you.

For example, let's say that physical health is a core value of yours. What is the likelihood of a friend who recognizes that value inviting you over for dinner and serving you something unhealthy? Chances are high they will adjust their menu to honor you. As a pastor, I've watched non believers change their language and behavior around me because they perceive a set of values attached to who I am. I've used that as an advantage to better connect with them. There is power in clear values.

2. Your values offer a point of shared <u>CONNECTION</u>.

Bringing a vision to pass requires synergy. How do you create synergy when each person has their own unique set of values? You look for the places where values intersect.

Perhaps you value connection while another values worship. Both of those values are valid and important. Thankfully the local church offers a place where both can intersect. As a church we make HONOR a core value. We honor God in our worship and we honor others in our relationships. We've created a place where believers can come together to connect with one another and authentically worship the Lord. That's the power of finding shared connection.

3. Your values help make <u>DECISIONS</u>.

When you know your vision and your values most of your decisions are already made. If an opportunity leads towards the vision and aligns with your values, you do it. If it doesn't, you don't. Knowing both allows you to focus on what what matters most. It also allows leaders to carry more responsibility and authority as they know how the organization makes decisions.

Are your values <u>ACTUAL</u> or <u>ASPIRATIONAL</u>?

It's worth noting the difference between actual values and aspirational values. An actual value is a value that holds true to who you are. It is already reflected in your behavior and doesn't require a lot of thought as it simply flows from you. An aspirational value is a stated value that isn't yet fully embraced by you or your organization. It requires more effort and thought to produce.

This brings a great question, **can values be created or changed?** Studies show that they can, but the process requires intentionality, discipline and time.

Four Steps Of Value Creation

1) Repent

Repentance means a change of heart and mind that results in a new way of doing things. Where do you see a belief or behavior that needs to change? That is where you need to repent. Admit where you're wrong and seek a true change of mind and heart.

2) Redefine

Once you've identified the behavior or belief you wish to change, ask yourself what is the value that is tied to the new behavior? What kind of person makes that a value? The answer to those questions will help you redefine a value.

Identity => Value => Behavior

For example: A person who wants to stop smoking has identified the behavior but needs to go further. What is the value that brings change to the behavior? Let's say they make health a value. What does a person who values health think about and say to themselves? "I don't smoke because I am a healthy person and a healthy person doesn't smoke." That is identity, value and behavior working together to create change.

3) Reinforce

We become what we repeatedly do and we do what we repeatedly think. When you change your thinking you start to change yourself. This means that every day that you choose to do the right thing, you reinforce that as part of your identity.

4) Refine

The more and more we do something, the clearer and simpler it becomes. Expect your values to sharpen and clarify themselves over time as what is truly important to you becomes clearer. Don't be afraid to adapt and change to make things better.

It's wise to take time on a daily basis to articulate your values. Take time on a weekly basis to evaluate what you're doing according to your values. Take time each month and year to evaluate your values. Let them grow as you grow.

Questions:

- 1. What are your personal values? How do those values intersect with our corporate values? Do you see any conflicts?
- 2. What behaviors are in your life that you'd like to change? Where do you need to repent, redefine, reinforce and refine?
- 3. How could your family benefit from articulating family values? How will you do that?