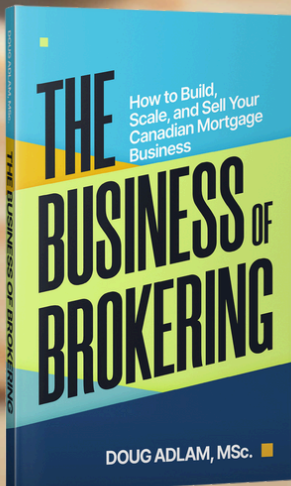


Chapter 12 – Worksheet

Aggregation and Alignment

Purpose: To define your top five company values and begin aligning your business around them.





1. Define Your Top Five Values

List the five most important values for your business. Write a short definition for each so your team understands them the same way.

1. _____ → Definition: _____

2. _____ → Definition: _____

3. _____ → Definition: _____

4. _____ → Definition: _____

5. _____ → Definition: _____

2. Evidence of Alignment

For each value, describe how it currently shows up in your business.

• Value 1 → Example: _____

• Value 2 → Example: _____

• Value 3 → Example: _____

• Value 4 → Example: _____

• Value 5 → Example: _____



3. Gaps in Alignment

Where do you see misalignment between stated values and actual behaviors?





4. Embedding Alignment in Daily Operations

Check off the areas where your values are reinforced:

- ☐ Hiring & onboarding
- ☐ Training & coaching
- ☐ Compensation & recognition
- ☐ Team rituals & meetings
- ☐ Client communications

What else could be added?



