ScaleUpExec

CORE VALUES WORKSHEET

Step 1: Spot Your Real Values

Think about your top team members. You know, the ones you would clone if you could. Look for patterns in how they act and make choices.

Who are your top 3 team members right now?

1._____

2._____

3._____

What do they have in common?

_____

_____

_____

How do they handle pressure?

_____

_____

_____

How do they treat clients and workers?

_____

_____

_____

How do they react when things go wrong?

_____

_____

_____

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Step 2: Core Value Brainstorm

Now list behaviors you see in those people. Not traits like "nice"; consider actions that they repeat.

They always:

- _____
- _____
- _____

They never:

- _____
- _____
- _____

They stand out because they:

- _____
- _____
- _____

Now turn those behaviors into simple value phrases. Keep each one short and direct.

Example:

- "They always take responsibility" → Take ownership
- "They follow through no matter what" → Do what you say

Write your draft values here:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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Step 3: Core Value Test

Now test each one. If it fails this test, remove it. Ask these for each value:

- Do our best people already live this?
- Would we keep this even if it cost us money?
- Would we fire someone for breaking this?

If the answer isn't "yes" to all 3, then it's not a core value.

Step 4: People Analyzer Table

Use this to score your team.

For each value, rate each person:

- Always
- Sometimes
- Rarely
- Never

Team Member	Value 1	Value 2	Value 3	Value 4	Value 5

This can help you determine who really fits. It also shows who may need coaching or hard decisions.

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Step 5: How You Will Use These

Core values only matter if they change behavior.

Fill this out:

Hiring

How will we screen for these in interviews?

_____

_____

Onboarding

How will we teach these in week one?

_____

_____

Reviews

How will we score performance using these?

_____

_____

Recognition

How will we reward people who live these?

_____

_____

Discipline

What happens when someone breaks these values?

_____

_____

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Step 6: Final Core Values Sheet

Write your final list clearly.

Example:

Value: Take ownership
Behavior: They don't blame others when things break.

Value: _____

Behavior: _____

Value: _____

Behavior: _____

Value: _____

Behavior: _____

Value: _____

Behavior: _____

Value: _____

Behavior: _____

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Reminder

Core values aren't decorations or marketing lines. They're the rules your company actually lives by, even when no one is watching and even when it costs you something.

If your team only talks about them but never uses them, they're meaningless. They should guide hiring, firing, promotions, and everyday decisions. They should show up in how you treat clients, how you handle problems, and how you act under pressure.

If someone breaks a core value and nothing happens, that value stops being real. And if leadership ignores them, the whole list becomes noise. Only choose values you're willing to protect and enforce. When you do that, your culture will take care of itself.

Next Steps After This Worksheet

Once this is filled in, don't let it sit.

- Share your values with your team.
- Talk through them in your next meeting.
- Start using them in reviews and hiring calls.

This is where most companies fail. They stop after writing them. Execution is where culture actually changes.

A Note from Our Founder

Most companies don't fail because of bad ideas.
They fail because their team lacks clear behavior. That's what real core values fix.

I've led teams at Apple, built and exited companies, and helped founders scale through chaos. The ones that last aren't chasing slogans. They know who they are.

This worksheet isn't about creating values.

It's about finding the ones your best people already live by. Use it with your leadership team. Be honest, even when it's uncomfortable.

If you want help turning this into a real operating system, we're here.

Ashish Gupta
Founder, ScaleUpExec

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