

## Values Criteria Sheet

	In each column evaluate an individual value, write yes or no in response to the question				
Value:					
Would you start a new company around this core value regardless of the industry?					
Would you want your company to continue to stand for this core value 100 years into the future, no matter what changes occur in the outside world?					
Would you want (company) to hold this core value, even if at some point in time it became a competitive disadvantage—even if in some instances the environment penalized the company for living this core value?					
Do you believe that those who do not share this core value—those who breach it consistently—simply do not belong in your company?					
Would it make you uncomfortable to compromise on this core value?					
Is this core value something you uphold in your life outside of work?					

Adapted from:

<https://www.jimcollins.com/tools/vision-framework.pdf>