Explain how your individual values drive your actions and behaviors, and analyze the alignment between your values and actions and behaviors. Glenn Moody

Values are important within businesses and organizations. Ethics play an important role in the business world and a commitment for ethics translates to values. Even though profitability is essential for growth in the company, a business without values is certain to fail. The morally correct decision in many situations is accomplished from a foundation of values. For example, honesty, trust, and loyalty are values that drive individual’s action and behavior within the workplace. Values establish a line of rules or regulations that individuals work, live, and believe to be the core reason behind each of their decisions. Actions are implemented from the values that exist within an individual. Behavior is a mix of action and values. For example, staff that show up for work late on several occasions may have decided that work is not a priority in their life. However, in some scenarios individuals show up late for work because of circumstances beyond their control. The act of a particular performance that is repeated defines intentional actions. Implementing actions that are morally incorrect are basically a sign of poor values.

Pearce, J. A. II, & Robinson, R. B. (2009) states, “International management consultants Michael Treacy and Fred Wiersema propose an alternative approach to generic strategy that they call the value disciplines. 2 They believe that strategies must center on delivering superior customer value through one of three value disciplines: operational excellence, customer intimacy, or product leadership” (Chapter 7 p.206).

Reference:

Pearce, J. A. II, & Robinson, R. B. (2009). *Strategic management: Formulation, implementation, and control* (11th ed.). New York: McGraw-Hill.