**Developing, Reviewing and Communicating your Values.**

**Developing your values**

Because a value statement encapsulates the ‘soul’ of your club, it is important to include members when planning, developing and reviewing yours.

Provide the opportunity for all members to participate by hosting a brainstorming session.

When developing your value statement:

* Ask members what is important to them and what they believe the club should stand for.
* Consider what defines your club and makes you different from all others?
* Look to the values of other clubs or organisations that you respect for inspiration and guidance.

Prioritise a list of the ten most popular values and present these back to your members to vote on.

Your final list should include no more than five values.

Complete your value statement by defining how your club will bring each to life.

**Reviewing your values**

Your values do not need to be changed each year. They should however be regularly reviewed to ensure they remain relevant to your club and continue to guide members in their behaviour and actions.

At the end of each year when conducting your annual review consider:

* What is the current culture of your club?
* Are your values noticeable in the behaviours and actions of your members?
* Are your values still relevant and aligned to the priorities and direction of your club?

It is important that you give time for your values to shape the culture of your club. To support this process, it is important to share and promote your values to members and the broader community so that they become understood and learned behaviours.

**Communicating your values**

It is not enough to simply develop a value statement, clubs must own and take pride in them.

There are many ways in which to promote and celebrate your values and encourage members to adopt and demonstrate them.

* Advertise them in writing by including them on your letterheads, email signatures, newsletters, presentations, role descriptions, website and social media accounts.
* Lead by example at all times when representing the club and performing your duties.
* Ensure that the decisions and management of the club are always made in line with the clubs values.
* Recognise and reward often members who live and demonstrate the values.