Chapter 3d – how are you getting there?

Values may seem a little old school, a bit 1980's corporate America. With Integrity, compassion etc on posters around the office, used to try and motivate and drive action. While managers and staff, were doing nothing like what was posted around the walls and often did the exact opposite.

So why are values relevant in the 21st Century. I actually think they are more important now than they have been before. Our customers and fans can connect to use directly, with social media, better than any other time in history. It is also something that is constant and we can announce news quickly and fast and get it out to our fans, way before the next newsletter distribution. Our full expression of who we are comes through that medium. People can see and smell (don't your devices have smell vision) someone who is not genuine and who isn't expressing a true feeling, but faking it. Your fans want to know what is happening and when it is and hear from you, using your voice and your tone. When they see you perform live they are expecting to see a reflection of what they have been listening, and they can relate to you. Imagine following someone on social media and getting to 'know' them, and then when you see them in concert they are completely different.

I am not saying that you are the only one that can do your social media, but it needs to be reflection of you. If you were to 'train' someone to write like you to reflect how do you do that without documented values. (If you have a method that bets values, I would love to know)

To be authentic (happens to be a very important value) you need to know exactly what your values are. You need to know what your values are to train people on what is appropriate and what is not appropriate, your whole team, not you're your social media person. Values also help you determine who you are going to collaborate with, what producers you hire, what managers are going to work with you best.

But wont I just have a whole team of me, and I don't have skills in some areas. I thought the whole point was to hire people to do the stuff I am no good at, not more of me?

Brilliant and well thought out question. The cool thing about values is you can have the same values, but completely different skills. Years of experience have taught me that an overall values match, even with opposite skills, means that the relationship works the best and the results you get are amazing. If you have a great values match, they already know what is important. It reduces the need to correct things and also to check up on things, to make sure they reflect you and your music. So that helps you to spread the load effectively and also means that your fans get a consistent and authentic experience.

Some insanely successful organisations work very strongly on complete and definite values base. Ask Jim Collins the author of Good to Great (credit), who

profiled organisations over time and found that the most successful ones over a period of time had in place was clear values. The values are more than the posters on the walls they are used as an integral business tool, they are used for hiring, managing the organisation, decisions about strategy and process, and also for rewarding and firing. They are more than the posters on the wall they are imbedded into the organisations DNA, they are part of the fabric.

Check out Zappos as an excellent example of this in action. (put links in)

But I am a musician, not an organisation, how does this apply to me?

If you grow in your music to a stage where you need a producer of singles and albums or music videos, or work with other artists, or need someone to help with social media then you need to know and articulate your values.

Let's explain how

Values probably have a 3 step process:

1. Values storm – get a big list of values. You can brainstorm, check out values on line, look for lists of values and circle them. I use a massive list of values and get people to circle as many as resonate with them. You can Google values list and have a whole heap to go through
2. Reduce them – now look a the list of values that you have chosen, are some similar and one work is better than another at describing what resonates with you the most. Once get to a manageable list, say 10, you are ready for the next step
3. Test them – values are true core values when you would not, could not break them. You would prefer to go to gaol then break them. I know dramatic, but these are ones that will keep you focused and clear

The ideal number of values is between 4-8. Zappos has 10 and that works for them. You and your team want to be able to remember them very easily, without prompting. So make them clear and distinct.

If you are doing this as **band**, I would suggest that you do the following:

1. Values Storm individually first
2. Share your values and look for direct overlaps. That is when members have select the exact same value. Automatically put this on the short list
3. Agree the full shortlist values – of the remaining values everyone has can they chose their top 5 (Obviously less if less) and put those on the short list
4. Can you combine like ones – make sure everyone gets the chance to express their view. Everyone needs to be heard.
5. Create the final short list
6. Test it – as above

Now you should have your shortlist of values for key decisions and getting your whole team across them.

Maybe cover how to use the values in your business – in the keeping on track or business stuff more creatively.

Maybe I should create a values list on my website and link back into the book or possibly ask results to be able to use theirs

Exercise

Go through the steps and capture your top 4-8 values that you will use to drive decisions going forward.

Record it in your central place.