

## SCR Project Core Values



### **Overview**

Research indicates that superior performing companies are distinguished from good performing companies due a focus on core values. Superior performing companies typically selected three to five core values as a foundation for decision making. Core values are clearly translated into their corresponding behaviors and backed by support systems. Staff are recognized for demonstrating professional actions and confronted when the expected behaviors are ignored or willfully disregarded. In other words, the project core values become ‘the Board of Directors’ to be taken seriously by all stakeholders.

### **Process**

ICM applies core values to project management in the same manner as superior performing companies. The selection process is normally started by the Project Director and Client Project Sponsor. At this level, the core values are selected and defined. The next step is to bring all staff on board to communicate the project core values throughout all communication channels. The third step is to provide alignment of the core values through training and development on the individual, team and system support levels.

Following is an example of Core Values might be created and implemented by first suggesting what the core values are, then defining the corresponding behaviors required to maintain the core values.

#### **1. Collaboration**

- business direction and decisions draw on all available stakeholders, talents and resources
- seek continued stakeholder involvement and communication
- feedback systems among all stakeholders will remain respectful and constructive at all time
- information exchanges will promote the project’s vision, mission and process models

## **2. Progressiveness**

- present project activities will be regularly examined to make constant improvements
- the project director welcomes innovation from all stakeholders and will recognize their contributions
- completion of work shall be measured systematically for progress reported
- linking with all stakeholders to serve together our client's changing needs and requirements

## **3. Transparency**

- our project is based on trust, integrity, reliability and accountability
- our accounting systems meet the requirements for public scrutiny
- our open feedback with all stakeholders serves to improve both quality and quantity in production
- conflict or distortions of any kind will be immediately confronted and resolved

## **4. Stewardship**

- as global citizens, our firm manages project information for organizations
- our leadership and management protects our project sponsors donation commitments to a basic level
- our leadership is forward thinking to meet future client requirements while conducting today's project demands.

## **5. Business Acumen**

- all staff receive training to maximize their role fulfillment and leadership potential
- up to date information systems are provided and effectively used to serve our client requirements
- both corporate internal and external talents are enlisted to promote succession planning and progressive leadership development
- the company's long term success strategy is founded on sound ethical and business principles

## **Development of Core Values**

The creation, ratification and sustainability of core values needs first and foremost, commitment and demonstration by both the Project Directors and Client Project Sponsor, the balance of stakeholders will then follow suite. The implementation requires more than a handshake and statement behind glass on the wall. It requires consistent training, due diligence, persistent awareness and continual support on all project levels.

SCR recommends that project directors and client sponsors initiate every project with identification and discussion of core values with appropriate stakeholders. The more we are all on the same page and communicate the core values and corresponding behaviors, the more productive energies will strengthen our combined efforts to achieve target results. The professional services of the Institute of Creative Management are deployed at the planning stage of project planning to ensure core values are properly established and maintained throughout the project.