FRANCHISE FOR GOOD

Establishing Core Values for Your Organization

Why?

- It is imperative to establish your Core Values **prior to scaling**.

- If you are licensing the brand to others or expanding your footprint as a nonprofit, new locations need to understand what you stand for and **make decisions consistent with your Values as an organization**.

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What are Core Values?

- **The DNA of the brand – never changes, embedded in all we do**

- Core values communicate what you believe as a company and how you are working together toward a shared vision

- By articulating what you stand for as a brand, you can attract employees and customers who share your beliefs

- Used as a tool to communicate expectations for staff, and how it affects day-to-day decisions and client interactions

- Something we live and breathe

- Important that whole brand is aware of your core values

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Example: Franworth's Core Values

MENTORSHIP

Being **mentors** in all we do as Franworth was founded on helping others through mentorship.

SUCCESS

Prioritizing **franchisee success** as it leads to franchisor success.

INTEGRITY

Operating with **integrity** which builds trust and loyalty.

THE TEAM

Valuing our **founders** and **team**. We achieve more by working together than alone.

DIVERSITY

Embracing **diversity** to promote culture, career and business growth.

INNOVATION

Innovating for maximum impact to make tomorrow better than today.

Example: Mission Animal Hospital's Core Values

Core Values

1. We believe that **all people have the right to a relationship with a pet.**

2. We maintain that **pet owners know their pet best**.

3. We prioritize patient care through **exceptional, individualized medicine**.

4. We uphold that **equity and inclusivity promote excellence**.

5. We partner with our community because **we are stronger together.**

6. We innovate for maximum impact to **make tomorrow better than today**.

MISSION
ANIMAL HOSPITAL

Example: BuildStrong Academy's Core Values

BuildStrong Academy

B	Believing passion is contagious
U	Understanding everyone has a story and putting the needs of our students at the forefront
I	Inclusivity and diversity are core to our DNA
L	Learning to never quit and never quit learning
D	Developing a better workforce and enhancing lives
I	Innovating in education and the construction industry
N	National scale brings strength, leverage and synergy for the good of students
G	Giving people second chances