

Are you ready for a values-driven business?

Businesses do not have to be only about making money. While they make money they can be rewarding and fun places to work, and be helping to build a just economy and sustainable planet. This survey¹ helps assess your readiness to make your business more than financially focused. See the Social Venture Network <http://www.svn.org/> for much more information and help on this topic.

You can use this tool as a survey, conversation starter (change the questions to open questions and delete the “yes” column, or checklist. If you are using it as a checklist or survey it is good practice to support the results with some qualitative data.

Question	Yes?
Are you willing to sit down with your employees (and perhaps other stakeholders, as well) to discuss your company’s vision, mission, and values?	<input type="checkbox"/>
Do you feel sufficiently confident about the quality of your products or services that you are prepared to stand behind them?	<input type="checkbox"/>
Are you in compliance with all relevant national, state, and local regulations, registration requirements and tax laws?	<input type="checkbox"/>
Are you prepared to take steps to reduce the impact of your company’s operations on the environment?	<input type="checkbox"/>
Are you prepared to raise employees’ wages, if necessary, to bring them up to a living wage?	<input type="checkbox"/>
Are you committed to sharing the burden of health-care coverage with your employees – and, if feasible, to underwrite it entirely?	<input type="checkbox"/>
Are you committed to gender, ethnic, and racial diversity among your employees – and to taking steps to ensure that they feel included in your workforce?	<input type="checkbox"/>
Are you prepared to screen your suppliers for environmental and labor practices and involvement in their communities – and to shift your business elsewhere if that should be necessary to conform with your company’s values?	<input type="checkbox"/>
Are you committed to contributing – through volunteer efforts, in-kind donations, philanthropic gifts, or some combination of these – to the betterment of the community or communities where you do business?	<input type="checkbox"/>
Are you committed to sharing a portion of the profits of your business with your employees?	<input type="checkbox"/>

¹ From: Cohen, B. and Warwick, M. (2006) Values Driven Business: How to change the world, make money and have fun.. Berrett-Koehler Publishers