

# Exercise: List Organization Values

In this lesson, you'll be guided through researching an organization of your choice.


## We'll cover the following ^

- Questions to ask yourself
- Extra practice
  - Our Values

Go ahead, research the organization! Keep track of your findings, you will need to refer to them later in the practice sections of this course.

## Questions to ask yourself #

- What industry does the organization operate in?
- Who are the competitors?
- What share of the market do they have?
- What are the aspects of their brand? Do they have a logo? Colors? Tagline(s)?
- What is their mission and values?
- What are the most important products and services?
- What do customers say?
- Is this an old industry or new industry?
- What is the size of the industry with respect to the national or global economy?
- Does the organization compete on price or quality?
- How do they differentiate their products or services?

 **Note:** Interviewers will listen for the words used in organizations' values statements in your answers. Refer to this list as you practice answers to behavioral questions. If the organization's values are consistent with your own, your answers are more likely to reflect that. If the organization's values are inconsistent with your own, this may be a sign that their culture is not right for you.

## Extra practice #

Review the [Starbucks Company values](#) listed below.

### Our Values #

With our partners, our coffee, and our customers at our core, we live these values:

- Creating a culture of warmth and belonging where everyone is welcome.
- Delivering our very best in all we do, holding ourselves accountable for results.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity, and respect.

We are performance-driven, through the lens of humanity.

Choose a list of words you could use to show that you share these Starbucks values.



Notice that all of the words are positive attributes, but one set is best:

[Retake Quiz](#)

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In the next lesson, we'll go through another guided exercise that will help you fine tune how you present your experiences.