**Marketing 3.0**

**DEFINITION OF VALUES**

According to Lencioni, there are four different types of corporate values. Values of *permission in order to play,* are the main principles of conduct that employees should have upon joining a company. The *values of inspiration,* are those that company does not have, but hopes to reach through handling. *Accidental (casual) values* are acquired as result of features of personality that is common to employee. *Essential values* constitute the real corporate/business culture that feeds attitudes of employees.

Companies need to establish a distinction between these four types of values. Values of permission to play are so important that other companies have the same principle. Values of professionalism and integrity are usually presumed, and however and are not essential/important ones, but without of values of game (values to play). And there is more to say : just remember that values of inspiration are those that employees still don’t have, and thus they cannot form basic corporate (business) culture. Also, however accidental values can be treated as important values; they can connect employees with different personalities. Understand the four types of values can help companies create better their essential values and avoid those that are not genuine. (Authentic ones).

We’ll talk on important values that employees need in order to sustain brand mission. We’ll call them *shared values.* Shared values constitute one of means of corporate culture. The other mean is *usual behavior* of employees. Develop business culture means align shared values with common behavior. In other words, it means demonstrate values of behavior each day in company. (SeeTable 4.1). Combination of values and behavior of employees must reflect the brand mission of company. It’s important and essential that employees act as representatives of values to transmit brand mission to consumers.

Table 4.1 will follow in next file, file ends here today.