

## Using core values to get the story straight

**Many businesses have forgotten why they exist, and in doing so are running the risk of muddling their story and losing their competitive edge.**

“We’re growing and we’re struggling to maintain clarity and continuity of our message,” said a Director of AHM Installations, a nationwide accessible bathroom business.

This family-run firm could see that their marketing efforts needed to improve if they were going to maintain their position in an increasingly busy market.

Their marketing focused on product functionality, value for money, geographic location and service. So, what was missing? Well, there was nothing indicating who they were as a business or indeed as a family, which is a huge potential source of differentiation, especially on social media. People buy from people.

Research into AHM’s customer base (typically aged 70+) showed that despite a noticeably clear need to remain in traditional paper channels, some testing of digital channels was necessary to help future-proof the company. AHM needed to be in more places and keep delivering for their customers while not losing the essence of who they are.

### Purpose, vision and values

We went back to the beginning. We talked about why the founders set up the company. During the interviews, some of the stories about why they started trading were so compelling that they formed the basis for the narrative. Following verbal and written interviews I drafted a vision, mission and values for the Directors to review. We developed them through further discussion and agreed that staff members, as the most crucial stakeholders, would get the final say.



**“Jo quickly established a thorough understanding of the business and produced a simple yet informative vision, mission and values, requiring very little tweaking to the final version.” AHM Director.**



## Why have values?

Values are your core principles. They guide the actions, decisions and behaviours within a business.

I wrote five values for AHM Installations based on what I'd learnt about them. On seeing the values, the response was: "This is what we do, this is us!" A good set of values should feel exactly this way.

It's the conscience of your business. If you get them right, you'll use your values constantly to navigate your way forward.

AHM plan to use their values to evolve their marketing activity and to reward and recognise their staff.

**"Jo has focused our attention on the long-term vision and allowed us the head space to put pen to paper. We are confident the changes will make a positive difference." AHM Director.**

## How does this help with communication?

If you know what your story is, it makes every piece of communication so much easier. You can use it to guide every decision you make; every conversation you have with a customer and every campaign you run. It will leave the audience in no doubt about who you are and how you can help them.

## Working with Jamity Communications

I help organisations to adopt new communication techniques that improve their overall effectiveness, allowing them to engage and influence the audiences that matter most.

If you don't have the in-house communications expertise you need, email [jo@jamity.co.uk](mailto:jo@jamity.co.uk).