



# Facilitator Guide Module Eleven – Core Values & Culture

## **Preparation for Meeting:**

- Read through the module
- Watch Both Videos
- Read facilitator guide
- Arrange the meeting space
- Order food if the meeting is taken place during mealtime
- Meet with the Guide at least one time before the first meeting

## **Step 1 – Prayer**

Make sure you start with prayer.

## **Step 2 – Action Items Review**

Use the first 30 minutes of your group time to review each participant's action items. There is space below to write out each participant's action items and any notes you want to add.

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### **Step 3 – Read & Make Notes**

As you prepare for your group, feel free to take notes and highlight any sections that stand out to you.

#### **Module 11 – Core Values & Culture (Page 1 & 2)**

Imagine a bustling office, the air thick with anticipation as a manager, his brow furrowed with concern, enters the conference room. His colleagues immediately sense something is amiss. "What's troubling you?" they ask. The manager sighs, revealing his dilemma: a team member, though a perfect cultural fit, isn't meeting work expectations. This moment of vulnerability sparked a revelation that would reshape Betenbough Homes.

This seemingly small incident ignited a powerful transformation within the company. It became clear that while they had a strong sense of purpose - their "why" - they lacked a defined set of principles to guide their actions -



their "how." This realization set in motion a journey that would lead to the creation of Betenbough's core values.

The process unfolded like a dynamic puzzle, with leaders from every level of the company gathering in a room brimming with ideas and insights. They meticulously sifted through lists of past and present employees, identifying the traits that distinguished successful from those who had moved on. As conversations deepened and patterns emerged, similar concepts were grouped together, gradually forming a clear picture. Through this collaborative effort, Betenbough Homes executive leaders crafted their core values.

But for Betenbough, these core values were not mere words on a page. They understood that values are only as strong as their implementation. These core values became more than wall decorations; they became the foundation for decisions, from hiring to firing. They permeated every conversation, from quick stand-ups to all companies' meetings, ensuring that every team member knew and completed their daily work with the core values in mind.

As you begin your own journey to define your "how," remember the power of this process. Your core values are not just a list of nice-sounding words; they are the very core of how you will fulfill your God-given purpose in the marketplace. They will guide your decisions, shape your culture, and determine your impact in God's Kingdom.

Read *Cultural Fit ≠ Christian Leader's Guide* page 57

***"Make core values operationally real to the people you lead and hold them accountable to what's core." Jeanna Roach***



## **Step 4 – Discussion**

Actively participate, listen, and interact respectfully with each member during your group discussion. As a facilitator, ensure you do not dominate the conversation, instead ask probing questions to stimulate the discussion.

### I. Group Work (Page 2)

1) How would you describe the current culture of your business?

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2) Do you have core values? If so, what are the core values of your business? How do you communicate those to your team members?

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*“A Kingdom culture establishes Kingdom values and encourages transformation through relationships.” Jeanna Roach*



### **Step 5 – Watch Video**

Your next step is to watch the video with your action group. It is important to note that you must download the video onto your desktop to make sure that it runs smoothly. (Space for video notes is provided below.)

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### **Step 6 – Group Discussion**

Ask the following questions and allow time for people to answer them. If you have individuals who are not participating, include them in the discussion.

#### II. Core Values Video (Page 3)

##### Discussion Questions

1) Have you thought about the topic of culture in the past? How did your perspective change after this video?

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2) Does your culture reflect your why (the purpose of your business)?

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3) Who do you need to invite to have a voice in establishing or revisiting your business' core values?

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### **Step 7 – Master Mind**

To ensure a successful mastermind session, it's important to establish clear guidelines and expectations. The individual presenting the topic or struggle should be prepared to share their thoughts after a break from the group discussion. Encourage active listening, ask thought-provoking questions, and guide the conversation to keep it productive. Additionally, create a supportive and non-judgmental environment that fosters open communication and collaboration among participants.



### III. Mastermind (Page 4)

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### **Step 8 – Action Items**

Using the S.M.A.R.T. framework will help your participants create action items that are clear, focused, and more likely to be accomplished. It transforms vague intentions into concrete plans by forcing specificity and accountability.

### IV. Action Items (Page 4)

A SMART goal is one that is Specific, Measurable, Achievable, Realistic, and Timely.







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|----------------|-----------------|--------------|-------------|
| Fairness       | Authentic       | Balance      | Challenge   |
| Collaborate    | Commitment      | Communicate  | Compassion  |
| Compete        | Competence      | Connect      | Consistency |
| Courage        | Creativity      | Dependable   | Determined  |
| Optimistic     | Discipline      | Diversity    | Educate     |
| Efficiency     | Empower         | Equip        | Excellence  |
| Focus          | Generosity      | Growth       | Honesty     |
| Humility       | Innovative      | Inspire      | Integrity   |
| Kindness       | Love            | Loyalty      | Multiply    |
| Passion        | Productive      | Reliability  | Respect     |
| Responsibility | Restore         | Results      | Satisfy     |
| Serve          | Steward         | Transparent  | Trust       |
| Unity          | Wisdom          | Impartiality | Genuine     |
| Accountability | Teamwork        | Quality      | Learning    |
| Adaptability   | Balance         | Empathy      | Fairness    |
| Family         | Freedom         | Fun          | Gratitude   |
| Health         | Openness        | Optimism     | Faith       |
| Perseverance   | Professionalism | Resilience   | Safety      |
| Simplicity     | Sustainability  | Welcoming    | Timeliness  |

2) With your leadership team, combine the words you circled above and create a list with those words.

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3) From the combined list (#2) above put them into similar groups. Create a maximum of 5 groups. (For example: If you circled both Reliability and Resilience, group them together.)



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4) Choose a word that represents each group. Again, do not overthink this, you are defining a value that encompasses the group from list #3.

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5) Go and seek God and ask him if these are the right words that represent your core values.

*“Our core values, deeply intertwined with our purpose, steer our actions and mold our collective decisions – from the most pivotal to the most trivial.” Kingdom at Work*

## **Step 10 – Resources**

Encourage the participants to look at the additional resources section.

### V. Resources (Page 6)

- [What do you Celebrate? Blog](#)
- [Communicating the Why Blog](#)
- [Kingdom Culture Video](#)
- [Journey of Culture Building Video](#)



## **Step 11 – Wrap-up & Prayer Time**

There are just a couple of things to do to finish off your Action Group.

1. Go over any loose ends from the meeting and set the expectation for the next meeting.
2. End in time of prayer for your group. This could be done as a group led by you, led by a group member, or in pairs with group members praying for one another.
3. Lastly, you will need to select the person who is going to lead the next Master Mind session.