



Values, Inc.: How Incorporating Values into Business and Life Can Change the World

Dina Dwyer-Owens

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It's been said that 95 percent of companies that have a code of values don't even use them. Sad, but true. There are companies, too many to count, that spend countless hours and even countless dollars with experts to brainstorm their mission, vision, and values, write them down, hang them on the wall...and then walk away. While these things look good on paper, they mean nothing to the day-to-day functions of these businesses and the people they employ. And that's a tragedy that needs to stop.

When The Dwyer Group decided to operationalize its company code of values, little did we know the impact it would have on our business. Not only was the change tangible and real, shaping our business from the corner office to front lines of our service brands around world. But it also made our company a really fun place to work on a whole new level. We were attracting people to our home office and across our franchise service brands like never before. The Dwyer Group Code of Values brought real value to our company and our culture as we became a \$1 billion annual business systemwide.

Fast forward to this book and a desire to see more companies, more leaders, more people and the world at-large achieve success that is well within reach using values and bringing value to the lives of all they touch. *Values, Inc.* invites a movement to live right and do right in business and in life for a world in need of direction. That direction shouldn't just be framed and hung on a wall. Put those values into action, bring those values to life, take a stand and make a difference. The rewards are too great to ignore.

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