

# SOFT SKILLS 1

# INTRODUCTION TO CORE VALUES

by  
**Mansor Bin Sulaiman**  
**CMLHS**  
**[mansor@ump.edu.my](mailto:mansor@ump.edu.my)**

# CORE VALUES

UNIVERSITI MALAYSIA  
PAHANG

# CORE VALUES

- Answer the question “How do we want to act, consistent with our mission, along the path toward achieving the vision”. It is the **Guiding Star** guiding people in a day to day decision.

# THE IMPORTANCE OF VALUES

- Many organizations have begun to place more emphases on their 'values' statement than on their vision and mission statements. A values statement expresses the 'standards of behaviour' to be followed by the people within the organization as they work to bring their vision and mission statements to fruition. The fast-changing environment requires that it is more important to have the right behaviour than the right mission. People with the right behaviour will automatically develop the right mission and accountabilities. While vision and mission statement deal with 'where the organization is going and how the organization is going to get there', values statement defines 'the standards of behaviour for getting to where the organization is going'.

# CORE VALUES

- **Strong bond with the Creator**
- **Steadfast in upholding shared principles**
- **Creative in making wise decisions**
- **Resolute in facing challenges**
- **Pro-active in taking actions**