

You're probably wondering, "Well, that's great for Ira Jackson [former education and bank executive], but how do I bring my values to work?" Four tips, four considerations for bringing your values to work:

Tip No. 1: Make the business argument. It's great that you want to bring your values to work, but how does help the business?

Tip No. 2: Build a constituency. It's great that you want to bring your values to work, but – you know what? – you probably have some partners in crime. There is probably a number of people, maybe even senior people, who are willing to join you in bringing those values to work. Make sure they're included. It makes a much more powerful argument for the company.

Tip No. 3: Include your boss. He or she should be given a regular update on what you're doing and give it a certain period of time to respond. If he or she doesn't respond, you assume that's a green light.

And Tip No. 4: Measure the results. What measures is what matters in business. We all know that. We've heard it many times. Similarly, with what you're doing, make sure that you measure the results of bringing your values to work, so that it's sustained by the company.