

Return on Values Project

Establishing the Link between Corporate Culture & Business Success

Return on Values (ROV) is a \$1 million dollar research initiative of the Inc. Small Giants Community (www.smallgiants.org) and the Center for Values-Driven Leadership (CVDL) at Benedictine University (www.cvdl.org). The organizations will partner with other academic institutions, including the Center for Positive Organizations at the University of Michigan.

The study explores the relationship between culture, profit, and other factors of performance in small to mid-size companies. It will result in case studies, measurement instruments, data, and insights that will help equip entrepreneurs and business owners to lead companies that perform well in the marketplace and care for employees, customers and the community. It is a unique initiative designed specifically to understand the influence of people-focused culture and values on the business bottom line.

The Return on Values Inventory (ROVI) will be sent to more than 25,000 organizations in March 2015, to evaluate the companies' corporate cultures of excellence, contributions to their community, dedication to customer service, financial success, and industry influence.

With comparative data in place, the initiative will do an in-depth study of 30 of the companies, using qualitative analysis, video interviews, and further metrics to understand the connection between culture, values, and success.

The Small Giants Community and the CVDL will work together to share the findings broadly – providing entrepreneurs and small business owners with powerful resources for leading a profitable, values-driven company. Case studies, tip sheets, curricula, articles, measurement tools, and additional resources will be available for current and future business leaders. The research is also anticipated to clearly establish the economic value and viability of small and mid-size businesses, giving business advocates new resources for shaping influential policies.

Find more information on the ROV initiative, along with results and resources from the study at www.returnonvaluesproject.com.



www.smallgiants.org | www.cvdl.org

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