

Valosophy	Belief	Value	Guiding Principle
Definition	A conviction or acceptance that something is true or exists.	Deeply held principles that guide behavior & actions.	Tenets that provide direction for decisions and choices based on values, mission, and vision.
Examples	<ul style="list-style-type: none"> ○ People are inherently selfish. ○ Climate change is real. ○ Hard work pays off. 	<ul style="list-style-type: none"> ○ Integrity ○ Equality ○ Kindness 	<ul style="list-style-type: none"> ○ Does it increase understanding? ○ Will it provide more security? ○ Does it strengthen relationships?
Function	Beliefs shape your understanding of how the world works.	Values define what matters most to you.	Guiding Principles are a framework for making decisions, ensuring choices are consistent with intent.
Origins	Often formed from experience, culture, education, or upbringing.	Rooted in emotion and identity, not just logic or evidence.	Rooted in consistency of action and alignment of decisions with organizational intent.
Organizational Context	Beliefs establish the parameters for how an organization operates, approaches the marketplace, and views its purpose.	Values shape how employees or organizations behave and interact with others.	Guiding Principles frame how employees or organizations make choices.
Examples in Use	“We’re not trying to be the biggest — we aim to be the most trusted.” That belief shifts both internal culture and external strategy.	<ul style="list-style-type: none"> ○ Safety First! ○ Innovation ○ Collegiality 	<ul style="list-style-type: none"> ○ Does it align with our existing product strategies? ○ Is there an opportunity for market leadership? ○ Does it enhance our employees' skillset?