**BUSINESS ESSENTIALS**

**Element 1: Learning Outcome 1: Activity 4**

**The nature of business: value statement**

*In pairs:*

* Research the Value statement of Hilton Hotels
* What are your opinions – what could improve it?
* Choose a second organisation, known to you. Research their value statement – if they haven’t got one, prepare one.

**Hilton Hotels**

Value statement:

|  |  |
| --- | --- |
| What is good about it? |  |
| What would make it better? |  |
| My proposal for their value statement |  |

**Organisation of my choice**

Value statement:

|  |  |
| --- | --- |
| What is good about it? |  |
| What would make it better? |  |
| My proposal for their value statement |  |