



Values Guide for Organisations

What's important to you as an organisation?

**Values are the things that are
important to us as individuals
and as organisations.**

World Values Day challenges us to think about our organisational values and to act on them. By putting them into action each and every day, we can change ourselves, change our organisations, and change the world we live in for the better.

This is the World Values Day call to action!

World Values Day – 19th October 2017

www.worldvaluesday.com

#WorldValuesDay

1. What are Values?

Values are what make us who we are. They are the compass guiding everything we do - our choices and our actions. When we lose touch with that compass, we can take the wrong turn. It's the same for our families, for our communities, for the organisations that we belong to or work for. Our values show us how we work together.

Values are the things that are important to us, the foundation of our lives. They guide our choices and behaviours and influence our emotions.

Values are the heart of every organisation as they reflect what is important to us. They are the shorthand way of describing our collective motivations. They are the glue that binds the organisation together. They define its culture, the way it operates and how it shows itself to the world. They guide it and keep it focused and on track.



2. Why are Values so important for organisations?

Changing environment

The world is not just rapidly changing, it is being dramatically reshaped. Digitalisation changes the way we operate and interact. Social media creates direct, transparent and interdependent engagement between individuals in society and organisations. Machines are starting to outperform human thinking. This all raises the question of how we connect – heart to heart – with our stakeholders. PwC's CEO Pulse survey 2016 (*Connecting the dots: how purpose can join your business**) shows that 75% of CEOs are changing their values and code of conduct to respond to stakeholder expectations.

Sustainability of the organization

Having a strong purpose and clear values and behaviours defined will serve as a guidepost in your action and responses toward the future. It creates internal cohesion that supports achievement of organisational aims. It allows our stakeholders to hold us accountable for our actions and increases our brand value when we get this right.

Ensure strategy execution

By articulating why the strategy at hand is important and how (through values, behaviours and capabilities) it can be realized, we empower employees to realise the strategy from their own perspective and position within the organisation and provide a strong guidance for decision-making. 96% of CEOs agree that it is important for leaders to take time to explain how values influence business decisions*.

Loyalty of employees

An organisation that has a culture based on shared values creates internal cohesion that supports the achievement of organisational aims and retention of motivated staff. These organisations will engage the long-term loyalty, engagement and energy of their talent.

93%

Of CEO's think it is important for customers to recognize their values

* <https://www.pwc.com/gx/en/ceo-agenda/pulse.html>

The power of values

The power of the values can be harnessed to achieve key organisational aims and objectives by understanding what they are and how they drive behaviours and actions throughout the organisation. Values can also be harnessed to address and overcome whatever challenges stand in the way.

Research from Strategy&* shows that organisations with a distinctive culture are...

- **1.9 times** more likely to grow **revenue** faster than competitors
- **1.7 times** more **profitable** than their industry peers
- **2 times** more likely to quickly translate important strategic and operational decisions into **action**

An organisation whose values are aligned with its members and stakeholders and which is therefore able to fully harness their energy and creativity will have a culture which is collaborative, resilient, productive and fully motivated to achieve its goals and objectives.



3. Can Values really change the world?

We can all sometimes forget our values or just ignore them – often when we need them most. Then we find ourselves somewhere we really don't want to be. This is as true for organisations as it is for individuals.

But there is a wider impact when individuals and organisations forget their values. If those values are not lived to the full in our lives, at home, at work and in the community, then our communities won't live those values either. If our communities don't reflect our values, then the wider world won't reflect them either. It won't be a world we want to live in, where we can be fulfilled and happy.

75%

Of CEO's believe
business must
satisfy wider
societal needs

So if we want to change the world for the better, then we have to change the behaviours that currently make our world go round. And the only way to do that is for all of us to live our values to the full every day in everything we do.

* <https://www.strategyand.pwc.com/katzenbach-center>



4. Our organisation doesn't have official Values. How do we go about identifying them?

Here is one way to find your values and decide which are the most important ones ***that you would like to see*** in your organisation (these will not necessarily be the same ones that you see there now). It is important that not just the organisation's leaders but as many people in the organization as possible should participate in this exercise – from top to bottom, at all levels and in all departments.

Each person should have a copy of the list on the next page and follow these simple instructions.

Reflect first about the work you and your colleagues do and what it looks like when it goes well and what it looks like when it sometimes doesn't go so well.

Then look down the list and tick the box opposite the 10 words in the following table that best describe the values that you consider need to be reflected in your organisation to support its success.

Once you have selected 10, then you should next reduce these to your top 5. This two-step process will help you to appreciate how some values may be more essential to you than others. Then put the 5 values in order of importance from 1 to 5, with 1 being the value which is most important to you.

Collect the lists from all participants and by adding up the number of times a value is included in participants' "Top 5", you will discover the overall top 5 values voted by your colleagues as being the most important values for the organization. This way of identifying the organisation's core values should ensure that the organisation's values are aligned with those of its members, and that the members "buy into" the values of the organisation and take them to heart.

Organisational Values

acceptance		creativity		sharing		recognition	
accessibility		customer satisfaction		initiative		reliability	
accountability		dependability		innovation		respect	
achievement		democracy		integrity		responsibility	
adaptability		diversity		job security		reward	
appreciation		efficiency		justice		safety	
authenticity		employee fulfilment		kindness		sense of purpose	
awareness		empowerment		leadership		service	
beauty		enthusiasm		learning		simplicity	
calmness		environmental awareness		listening		social responsibility	
caution		equality		loyalty		staff engagement	
caring		ethics		making a difference		staff wellbeing	
celebration		excellence		openness		success	
challenge		fairness		order		support	
cleanliness		financial stability		organisational growth		teamwork	
coaching/ mentoring		forgiveness		partnership		trust	
collaboration		freedom		patience		truth	
commitment		fun		perseverance		variety	
community involvement		growth		positivity		willingness	
competence		harmony		pride		wisdom	
continuous improvement		helpfulness		productivity		<i>add here*</i>	
contribution to society		inclusivity		professionalism		<i>add here*</i>	
cooperation		independence		quality		<i>add here*</i>	

* If a value is important to you and it is not on the list, add it here.

The most important values: 1.....

2.....

3.....

4.....

5.....

5. Now put those values into action – take the Values Challenge!

You are now ready to take the Values Challenge.

Register here to take the [Values Challenge for Organisations](#) and receive the free resources to support you, which include a Facilitator Manual and set of slides to use in the session.

You can of course, do your own thing, these resources are available if you would like to use them.

Please remember to share your experience of the Values Challenge with the world – the value you chose, what action you all decided to take, and how the action went - by posting on Facebook, Twitter, LinkedIn or Instagram, using #WorldValuesDay or email us at info@worldvaluesday.com

Take a photo of your team holding the WeValue template from the resource pack, or perhaps video the session and post a clip. We would love to see the results.

Want to make an even bigger difference in the world? Become a values activist! Join our mailing list and start tagging your colleagues, friends and family with #WorldValuesDay - or yes, talk to them in real life. You might be amazed by the conversations and connections this starts.

Find us on Facebook www.facebook.com/ValuesDay

Find us on Twitter www.twitter.com/ValuesDay

Find us on Instagram www.instagram.com/valuesday/

Find us on YouTube <http://bit.ly/2uANxYp>

Find us on LinkedIn <https://www.linkedin.com/valuesday>

World Values Day is a chance to think about our most deeply held values and to act on them. If we are aware of our values and put them into action each and every day, we can change our lives and change the world we live in for the better.

This is the World Values Day call to action!

Please join us and register your interest in one of the many values-related activities that will be taking place - from 1st October 2017 right up to World Values Day on 19th October 2017.

Let's show the world just how valuable living our values can be.

Get involved!

#WorldValuesDay

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