



# Values Guide for Community Groups

**What's important to you as a community group?**

**Values are the things that are important to us as individuals and when we are members of groups - such as local clubs, youth groups, women's groups, sports clubs, volunteer groups.**

World Values Day challenges us to think about our own values and the values held by the groups we belong to, and encourages us to act on those values. By putting those values into action each and every day, we can change ourselves, strengthen our groups, and ultimately change our communities and 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](http://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 organisations, and for the various more informal groups that many of us belong to. Our values show us the way.

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 at the heart of all groups of every kind. They are the glue that binds them together. Values define their culture, the way they operate and the impact they have on their communities and the world. They motivate our groups, guide them, keep them focused and on track.



## **2. Why are Values so important for community groups?**

Whatever kind of group we belong to, whether it is a club, a youth group, a group of volunteers, or maybe a group of friends getting together regularly to share a common interest, it will be based on values. But often those values are held unconsciously, or taken for granted and forgotten about.

If a group is not clear about what values hold them together and motivates them to do what they do together, it will be prone to aimlessness, lack of direction, lack of motivation. They will struggle to attract and retain members, make good decisions, and agree effective priorities and goals.

Groups who don't consistently practice their values will be less able to stand the stresses and strains that affect any group of individuals who spend time with each other. Whether it's tackling external problems or internal disputes, or planning ahead, or getting things done - everything is more difficult without commonly held values to rely upon.

Groups that are clear about their values, where those values are aligned with their members' values, and where people makes a consistent effort to practice those values, will tend to produce a culture which is collaborative, resilient, productive and where members are well motivated, happy and productive.

### 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 just as true for groups as it is for individuals.

But there is a wider impact when individuals and groups 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.

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.



#### 4. Our group 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 group, (these will not necessarily be the same ones that you see there now). Try to get as many of you as possible take part in this exercise.

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

Reflect first about the activities you all normally take part in, 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 group 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 everyone and by adding up the number of times a value is included in participants' "Top 5", you will identify the overall top 5 values voted as most important values for the group. This way of identifying the group's core values should ensure that the group's values are aligned with those of its members, and that the members "buy into" the values of the group and really take them to heart.

## Group Values

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

\* 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. You have a choice on how to take the Challenge:

***EITHER take part in the full one-hour Values Challenge session*** – to do this click now on

[Take the Challenge](#)

to receive the free Values Challenge pack which will enable your group to hold a structured and intensive one-hour session, helping your group to really live its chosen values.

***OR perhaps something a little less structured may be more appropriate for your group*** – for many community groups an intensive one-hour session may not be the best approach. It may for instance be difficult to get your group together for a whole hour, or you may just feel a more informal approach may suit the group better.

This more informal way of meeting the Values Challenge still follows the same basic outline as the more formal programme. The idea is for your group to get together on or before World Values Day and do some thinking about the most important values you all share. Then together

- decide what value you think is most important for your group; you can use the exercise in the previous section to identify that value;
- think about how you can put that value into action simply, effectively and quickly;
- THEN GO AND DO IT!

For instance if the chosen value is **Cooperation** (or **Community Involvement**, or **Environmental Awareness**), you could all spend an hour doing a blitz clean-up of all the litter in the local park. You could explain to anyone passing what you are doing, and why. One of you might take video footage on a mobile, including the reactions of the passers-by.

Take some time to really notice how things go in your community. Spot something that could be improved and suggest to your friends and neighbours that you work together to find a solution – it could be as



simple as seeing that certain people up and down your street struggle to get their wheelie bins to the kerb for collection or are out of the house all day so their bins get left for hours blocking the pavement.... With a bit of cooperation these kinds of problems can be solved.

Or if the chosen value is **Kindness** or **Making a Difference** you could all decide to perform at least one unexpected act of kindness each day to a someone outside the group. You could each do this individually, keeping the rest of the group informed. Or you could do it as a group, maybe not every day but meeting up to do something say once a week or once a month.

You could do some research in your place of work or study to find out what problems people are encountering that they would like help with. Mobilise the collective wisdom of your team to solve those problems or just help everyone cope with them better.

Whatever action you decide to do, the main thing is to get everyone committed to doing it. Also it is good to discuss what you did afterwards with all your colleagues, noticing the impact of the action on the recipients and on all of you, and reflect on how putting the value into action in this way has helped to embed the value in the life of the group and its members.

## **6. Please share what you have done**

Please do 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, use #WorldValuesDay or email us at [info@worldvaluesday.com](mailto:info@worldvaluesday.com) Use words, photos, video clips.

Whatever works best for your organisation.

Find us on Facebook [www.facebook.com/ValuesDay](http://www.facebook.com/ValuesDay)

Find us on Twitter [www.twitter.com/ValuesDay](http://www.twitter.com/ValuesDay)

Find us on Instagram [www.instagram.com/valuesday/](http://www.instagram.com/valuesday/)

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





To help you do this you can download the [‘We Value template’](#) on the website and fill in your chosen value and the action taken, and then use it in a group selfie.

Share what you’ve done with the world!

## 7. Pass on the Challenge

Want to make an even bigger difference in the world? Pass on the news about the Challenge to other groups. Become values activists! Join our mailing list and start tagging your colleagues, friends and family with #WorldValuesDay - or yes, talk to them in real life. You'll probably be amazed by the conversations and connections this starts.

Let’s do this together!



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 1<sup>st</sup> 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**

**[www.worldvaluesday.com](http://www.worldvaluesday.com)**

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