

# Values Guide for Organisations

**What's important to you as an organisation?**

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

World Values Day challenges us to think about our own values, our organisational values, and the values held by the communities we are connected to, and it encourages us to act on those values. By putting those values into action each and every day, we can change ourselves, change our organisations, and change the communities we live in. In this way we can change our world for the better.

This is the World Values Day call to action!

**World Values Day – 18th October 2018**

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

**#WorldValuesDay**

## 1. What are Values?

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 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 the organisations that we belong to or work for, and for our communities. Our values show us how we can all work together.

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 communities it belongs to and to the world. They guide it and keep it focused and on track.



## 2. Why are Values so important for organisation?

### ***Coping with a 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, including the communities we belong to. 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 organisation***

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.

### ***Ensuring strategy execution***

By articulating why the strategy at hand is important and how (through values, behaviours and capabilities) it can be realised, 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. They will also secure the trust and loyalty of the communities that they belong to and interact with.

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

## ***The power of values***

The power of 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.

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



### 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.

So if we want to change the communities in which we live and work for the better, so ultimately changing the world itself, then we have to change the behaviours that currently create the problems in our world. 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.

75%

Of CEO's believe  
business must  
satisfy wider  
societal needs



#### **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		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!

You are now ready to put one of your top organisational values into action in the community.

You will need to devise your plan of action. You may find that an effective way of doing this is to get your team together to take the Values Challenge – it takes just an hour to do and it ends with the team agreeing a plan of action.

Have a look at the Values Challenge. It is simple to run and we have had great feedback from all kinds of organisations big and small. Register here to get the [Values Challenge for Organisations](#) free resource pack including a Facilitator Manual and set of slides to use in the session.

If you prefer to do your own thing then of course that is up to you. Here are some ideas you may like to think about for your plan to put an important value into action in the community.

If the value is **Teamwork**, **Responsibility**, **Making a Difference** or **Respect** (for the environment) you might think about tidying and cleaning a local play area or park, or a drive to clean up a local litter black spot. You could decide to “adopt” a local public monument, spruce it up and keep it clean (check with the local council first).

If the value is **Caring** or **Creativity** you could consider adopting a local retirement home and get talking to the residents, maybe doing a short performance of a song or skit, or maybe reading them poems and short stories.

Are there local charities that would welcome your help? Perhaps a foodbank, or somewhere where your organisation’s skills and expertise might make a big difference.



## 6. Then please share what you have done

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](mailto:info@worldvaluesday.com)

Use words, photos, video clips. Whatever works best.

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](#) from 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!

Let’s do this together!

World Values Day challenges us to think about our most important values and to act on them. This year the focus is on putting our values into action in our communities. By putting them into action each and every day we can change ourselves, the communities we belong to, and the whole world 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 2018 right up to World Values Day on 18<sup>th</sup> October 2018.**

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

**Get involved!**

**#WorldValuesDay**

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

[www.facebook.com/ValuesDay](http://www.facebook.com/ValuesDay)

[www.twitter.com/ValuesDay](http://www.twitter.com/ValuesDay)

[www.instagram.com/valuesday/](http://www.instagram.com/valuesday/)

YouTube <http://bit.ly/2uANxYp>