



# Values Guide for Community Groups

**What's matters most to you as a community group?**

**Values are the things that are important to us as individuals and as 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 most important values and to act on them. **Our focus this year is on RECONNECTING with ourselves and with the world around us by putting our values into action.**

By putting them into action each and every day we can change ourselves, the groups we belong to and the whole world for the better.

This is the World Values Day call to action!

**World Values Day – 21st October 2021**

**[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. Values are immensely powerful! They motivate us, drive our behaviour, ignite passion in our hearts, and explain why we do the things we do and feel the way we feel.

Values are the heart of all groups of every kind. They are the shorthand way of describing our collective motivations. They connect us – they are the glue that binds the group together. They define its culture, the way it behaves and the impact that they have on their communities and the rest of the world. They are the compass which guides the group in its choices and actions, keeping it focused and on track. Our values show us the way.

Above all, our values support and sustain the collective wellbeing of the group and all the individuals connected to it.



## 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. It will struggle to attract and retain members, make good decisions, and agree effective priorities and goals.

Individual members of community groups whose personal values are not in alignment with their experience as part of the group, are likely to suffer from anxiety and stress, affecting their motivation, productivity, and mental health.

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 of individual and collective wellbeing, which is collaborative, resilient, and effective, with members who are well motivated, happy and productive.

### **3. Can Values really change the world?**

We human beings are wired to be social animals. We need to connect with others. Interestingly, when we connect with the values of compassion and generosity the chemical response in our bodies spreads a feeling of wellbeing not only to us and those we are connecting with, but even to anyone looking on. A positive ripple spreads out.

Similarly, when we don't live our values to the full in our lives, our own wellbeing suffers and there is a negative ripple effect on our friends and families, and on our groups, organisations and communities. This is as true for groups as it is for individuals.

For a better world we need to live our values to the full, connecting authentically and compassionately through our values with ourselves and others in everything we think, say or 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.**

**This is not about values you would like to have, or feel you should have. It is about the values that really resonate with you.**

Once you have selected 10, 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.

Our most important values: 1.....  
 2.....  
 3.....  
 4.....  
 5.....



## 5. Now put those values into action and RECONNECT!

Values are for acting on! This year, World Values Day the focus is on **using our values to reconnect with ourselves and others**, thus enhancing our own wellbeing and the wellbeing of those around us. It is about all of us helping each other to live more fulfilled and meaningful lives.

The Covid-19 pandemic has brought home to us our need for connection, reminding us of our common humanity which makes connecting compassionately and meaningfully with others so essential for us all.

This is how you might go about using your most important values as a group to reconnect with each other, and with your community and the rest of the world:

Start by identifying one of the top group values that you all feel needs more attention. Maybe one that has come to prominence during the Covid epidemic. Discuss how you all might put it into action more effectively. You will need to devise a simple and practical plan of action to do this. Here are some ideas you may like to think about in putting together your plan.

A convenient way to do this is to use the ready-made workshop materials of the **Values Challenge for Community Groups**. It lasts an hour, is simple to run and we have had great feedback in previous years from all kinds of groups and organisations, big and small. To get the Values Challenge for Community Groups free resource pack, including Facilitator Manual and set of slides, click the Take the Challenge button on this page on the World Values Day website: <https://www.worldvaluesday.com/values-challenge-for-community-groups/>

However, if you prefer to do your own thing then that's fine too. For some community groups an intensive one-hour session like the Values Challenge 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. In that case get as many of your group together as you can, and focus on these key steps:



- decide which of your group's top values is most important for your group and your local community;
- think about how you can put that value into action to reconnect your group and of the whole community in as simple, effective and quick a way as possible; keep it as simple but try to get as much "buy-in" as possible across the whole group;
- THEN GO AND DO IT! Don't be too serious – have fun.

Whichever way you approach your planning, here are some ideas you may like to think about as you make your plan.

If the value is **Teamwork**, **Making a Difference** or **Respect** (for the environment) you might reconnect with each other, with the local community and nature around you, by clearing up a local play area, river, park, or local litter black spot.

If the value is **Caring** or **Creativity** your team could consider connecting with the residents of a local retirement home and get chatting to them, maybe doing a short performance of a song or skit, or maybe reading them poems and stories. Or connect with a school and help them put on fair or other celebration for the local community on World Values Day.

If your chosen value is **Collaboration**, **Making a Difference**, or **Social Responsibility** you could team up with local charities that would welcome your help. Perhaps a foodbank. Or with someone else who would be really grateful for access to your resources and skills. You would be reconnecting with your local community, and also with all the members of your team in the process.

These actions could happen online just as easily as offline. Bear in mind that schools, charities or not-for-profits usually looking out for help in areas like IT, mentoring, e-commerce and e-marketing and so on.

If none of these work for your group, 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 in 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. And you will have connected with someone and perhaps made their day.

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 wellbeing of the recipients and yourselves, and reflect on how putting the value into action and reconnecting with each other and your community has helped to embed the value in the life of the group and its members.

## **6. Then 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 group.

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 download the 'We Value' Template on our website <https://www.worldvaluesday.com/value-templates-download/> 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!







**Why not join us in other World Values Day activities?  
Many groups as well as individuals from all around  
the world will be taking part too.**

**Please have a look at the many values-related events  
and activities that will be taking place from 1<sup>st</sup>  
October right up to World Values Day  
on Thursday 21st October 2020 on our website:  
<https://www.worldvaluesday.com/events-and-activities/>**

**Get involved!**

**#WorldValuesDay**

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