Values Guide for Organisations

What matters most 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 most important values and to act on them.

Our theme this year is Values for the Future.

By using our values to help us shape the future that we want to see for our organisations, our stakeholders, our communities and future generations, we can fundamentally change our whole world for the better.

This is the World Values Day call to action!

World Values Day – Thursday, 16th October 2025

www.worldvaluesday.com

#WorldValuesDay

1. What are values?

Values are the things that are important to us, the foundation of our lives. They motivate us, drive our behaviour, ignite the passion in our hearts, and explain why we do the things we do and feel the way we feel.

Values are the heart of every organisation. They are the shorthand way of the describing our collective motivations. They connect us – they are the glue that binds the organisation together. They define its culture, the way it behaves and how it shows itself to the rest of the world. They guide the organisation and all its stakeholders, keeping them focused and on track.

Values are powerful! If they are sincerely and consistently practised, they support and sustain the collective wellbeing of the organisation, its stakeholders and the communities that they are part of.

2. Why are values so important for organisations?

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. AI-driven tools are starting to outperform human thinking. This all raises the question of how we connect – heart to heart – with all our stakeholders, including the communities we belong to.

Sustainability of the organisation

Having a strong purpose and clear values and behaviours serves as a guidepost for our actions and how we respond to the future. It creates internal cohesion that supports achievement of organisational aims. It allows 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. 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. Everyone needs to feel that their own values are aligned with the values of the organization, and that both are aligned with what they actually experience at work. 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.

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.

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 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.

The impact of the Covid-19 epidemic upon organisations of every kind was instructive. It prompted changes in both organisational strategies and day-to day operations. As people worked together in new and creative ways to help their organisations navigate the crisis, organisations realised how reliant they are on values like trust, teamwork, and adaptability among their stakeholders.

What can we learn from this? How can we hold on to those positive changes? One way to do this would be to take a fresh look at our organisational values. Are they still the most important ones for the organisation and its stakeholders? And are they really being lived to the full in daily behaviour across the whole organisation, or do we need to spend time consciously reconnecting with them?

There is a negative ripple effect when individuals and organisations forget their values. If those values are not lived to the full and embedded in the way we behave in our lives, at home, at work and in the community, then our communities won't live those values either and our individual and collective wellbeing will suffer. We will lose our cohesion and connection to each other.

If our communities don't reflect our values, then the wider world won't reflect them either and its wellbeing will suffer too. It won't be a world we want to live in, where we can be fulfilled and happy.

So if we want to promote positive change in our own lives, our families' lives, the organisations we work for and the communities we live in, so ultimately changing the world itself, then we have to change the behaviours that currently create the problems in our lives and our wider 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.

Making a difference

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 organisation 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 words, 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 important 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.

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		gratitude		pride		wisdom	
community involvement		growth		productivity		willingness	
competence		harmony		professionalism		add here*	
continuous improvement		helpfulness		quality		add here*	
contribution to society		inclusivity		recognition		add here*	
cooperation		independence		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…………………………………..

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.

WORLD VALUES DAY

5. Now let's put those values into action!

Values need to be put into action! This year for World Values Day the focus is on **values for the future**. If we make a conscious effort to make our values part of our working life wherever we are and whatever we are doing, we can enhance our own and our colleagues' wellbeing, help our organisation face the future more effectively and productively, and so contribute to a better world.

Here is how your organisation might go about putting its values into action in a way that will truly bring them to life.

Start by looking at your organisational values and how consistently they are practiced in the organisation's day-to-day activities. Does one of these values need some extra attention? Discuss with your colleagues how you all might put it into action more effectively. Here are some ideas you may like to think about in putting together your plan.

If the value is **Teamwork**, **Making a Difference** or **Respect** (for the environment), members of your organisation might build stronger bonds with each other, with the local community, and with your local environment, by clearing up a local play area, river, park, or 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, perhaps doing a short performance of a song or skit, or reading them poems and stories. Or connect with a local 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 strengthening your bonds with your local community and also the bonds between 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. And if you prefer to put

your values into action within your workplace rather than in the community, of course that is fine too.

To make planning this easier, you could make use of our free ready-to-go one-hour workshop, **the Values Challenge**. It will take you through this whole process step by step. Have a look at it. It is simple to run with all the materials you need provided, and we have had very positive feedback from all kinds of organisations from big multinationals down to small local businesses.

To get the Values Challenge for Organisations free resource pack including a Facilitator Manual and set of slides to use in the session, just click the "Take the Challenge" button on this page of the World Values Day website: https://www.worldvaluesday.com/values-challenge-for-organisations/

6. Then share what you have done!

Whether you devise your own plan or use the Values Challenge, please remember to share your experience of putting your values into action with the world – mentioning the value(s) you chose, what action(s) you decided to take, and how the action(s) went - by posting on Facebook, X, BlueSky, LinkedIn, Instagram, Threads or TikTok, using the tag #WorldValuesDay, and/or email us at info@worldvaluesday.com. Use words, photos, video clips. Whatever works best.

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

To help you do this you can download the 'I Value/We Value' Templates on our website https://www.worldvaluesday.com/value-templates-download/. Just fill in your chosen value and the action taken, and use it in a group selfie.

Let's do this together!

Why not join us in other World Values Day values-related activities? Many organisations and individuals from all around the world will be taking part too.

Please have a look at the events and activities that will be taking place on and around World Values Day
on Thursday 16th October 2025 at
https://www.worldvaluesday.com/events-and-activities/

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

Get involved!

#WorldValuesDay

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