



Values Challenge for Organisations Facilitator Manual

World Values Day – Thursday 15th October 2026

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What's this about?

The Values Challenge is a one-hour exercise (plus some preparation time) that any team or group of people can do together.

Our values guide and shape our lives. When we live in alignment with them, we feel good about ourselves and we are happier, more purposeful, more fulfilled. If we override them, we get stressed and unhappy. In other words, they are the drivers of our wellbeing – our mental and emotional wellbeing, and to an extent even our physical wellbeing.

Work environments become stressful when there is a mismatch between how our values tell us we should behave, and pressures on us that make us behave in a different way.

Organisations that look after the wellbeing of employees gain from better levels of motivation, productivity and retention. The values/wellbeing connection is too often overlooked in organisational wellbeing programmes.

This year the theme of the World Values Day is “Values and Volunteering” which to us means using our values to make our world a little bit happier by being of service to others in any way we can. The idea behind World Values Day and the Values Challenge is that if we are aware of our values and put them into action more and more each and every day, we can change ourselves, our organisations, and the world around us for the better.

How to prepare for the Values Challenge workshop

1. Involve as many colleagues as possible in this initiative. If there are more than 20 or so participants attending the Values Challenge, it may be best to hold more than one session.
2. One person is needed to lead (facilitate) the session. This doesn't require any special training or expertise. This Manual and the accompanying Slides contain all the materials that will be needed. **Refer to the notes below each slide for detailed facilitator guidance**
3. Read this document and make any changes you'd like to create a workshop that suits your organisation.
4. Assuming your organisation has stated values, circulate the Pre-Workshop Questionnaire (see more about the questionnaire on the next page) a week or so before the session to all participants. *If your organisation doesn't have stated values, a simple way to define a set of values can be found in the Values Guide for Organisations, downloadable from [here](#).*
5. The Questionnaire will help you to identify the one value you will all focus on during the workshop. You may want to share in advance which value was chosen and ask people to start thinking about examples of colleagues embodying this value in practice.

6. Print copies of the attached **WE VALUE Template** which is good to use to signify commitment to the agreed actions at the end of the session.

Timing

You can hold the workshop on World Values Day itself, Thursday 15th October. Or if it suits you, it may work better to hold the workshop a week or even a few weeks ahead of World Values Day. The workshop concludes with the participants agreeing on actions that they will take to put a particular personal value into practice at work, so if the workshop is completed ahead of World Values Day, on the Day itself the participants (and hopefully other colleagues) can focus on carrying out their agreed actions, and sharing what they do with each other (and through social media with the world too, if possible).

Things to bear in mind

- Discussing values and behaviours does not necessarily come naturally to everyone. Think about how you can put people at ease and create a comfortable environment to have the most effective discussion.
- The session is designed to take one hour but you might want to allow 5-10 minutes extra to allow for people to arrive and settle in so that there is enough time for the discussion.

Pre-Workshop Questionnaire

The purpose of this brief questionnaire is to gather prior input from participants in the Values Challenge Workshop in order to select one value to work at the session (and it will also help everyone to be engaged and ready for the workshop).

Instructions for using the questionnaire

- Use the template on the following page.
- Complete or amend all text highlighted in square brackets prior to distributing the survey. Insert your organisation's values into each of the questions (where it says "Value #1", "Value #2" etc)
- Adjust any of the introductory wording as you see fit.
- Circulate to participants a week or so before the date of the session. When you've received your responses, work out the average scores and take the suggestions of which value to start with into account in deciding on the value you'll work on in the Values Challenge workshop. Insert that value in Slide 5 of the Values Challenge Slides.

Participant Materials

If you wish you can add your organisation's logo to the first and last slide of the Slideshow, and to the bottom left-hand corner of the WE VALUE template on the next page.

Provide several post-it notes for each participant and paper in case it is needed.

Print and make a copy of the WE VALUE Template for each workshop participant.

WE VALUE...

enter your chosen organisational value

SO WE...

enter your agreed action

*add your
logo here*

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Post Workshop Follow-up

It's useful to remind all colleagues soon after the workshop of the commitments made to put the chosen value into action. You may want to think about ways of recognising successful actions.

Please share your experience of the Values Challenge with the world – the value you chose, and what action you all decided to take - by posting on your favourite social media channel, whether Facebook, X, LinkedIn, Bluesky, TikTok or Instagram, using #WorldValuesDay. Use a photograph of the WE VALUE template you completed, and/or post a comment. Ask the participants to share their experiences as well.

Lastly, we would love to have your feedback!

Thank you for taking part in the Values Challenge. Feedback is so valuable in ensuring the campaign is most effective in achieving its goal - to inspire teams and organisations to take one action (at least!) to close the gap between our stated values and what we do in practice. This is part of the World Values Day idea that if we are aware of our values and put them into action each and every day, together we can change the world we live in for the better.

Please provide your feedback in response to the questions below and email to info@worldvaluesday.com

Your name and organisation

How did you hear about the Values Challenge?

What was the value you worked on, and the top action you decided to take?

How confident are you that the action/s you chose will make a positive impact on your organisation/team/group?

Would you be willing to provide an update in a few months' time on how it's going?

What has been the best thing about running the Values Challenge in your team?

Would you recommend the Values Challenge to other organisations/teams/ groups?

Any suggestions for what would have made the Values Challenge session, or the outcome, even better?

If you think you may like outside help to establish/deepen your values programme, please email info@worldvaluesday.com or see <http://www.worldvaluesday.com> for suggestions and further resources.