



UK Values Alliance

## WAKE UP TO VALUES

***“Values are like fingerprints. Nobody’s are the same, but you leave ‘em all over everything you do.” Elvis Presley***

### How the Wake Up To Values Campaign Was Born

UK National Values Survey (October 2012), identified a disturbing difference between the personal values of UK residents and their perception of the UK’s national values.

UK Citizens’ Top 5 Personal Values	UK Citizens’ Top Perceptions Of Their Country’s Current Culture
<i>Caring</i>	<i>Bureaucracy</i>
<i>Family</i>	<i>Crime/Violence</i>
<i>Honesty</i>	<i>Uncertainty About Future</i>
<i>Humour/Fun</i>	<i>Corruption</i>
<i>Friendship</i>	<i>Blame</i>

*Source: 2012 National Values Assessment by Barrett Values in consultation with Office for National Statistics*

UK Values Alliance was formed by people who have a passion for putting values at the heart of UK society. We want to close this gap between our own personal values and the values we see all around us. We want to build a better society to live in – a society based on values.

How can we change society and bring it in line with our values? We can’t just put the blame on everyone else. We have to start by looking at ourselves. Most of us have good values, but we often forget about them and fail to act in line with them in our daily lives. The only way to change our society for the better is for all of us to become aware of our own values, and to live those values to the full in everything we do – at work, at home, and in the community. That’s why the UK Values Alliance has started the Wake Up To Values campaign.

Our aim is to raise awareness and understanding of values and their immense impact on individuals, organisations and society. We are working with groups and organisations across the UK. We help them to understand their own personal values, help them select values for the organisation that best reflect those personal values, and work with them to put those values into action creatively and effectively as an integral part of their daily lives. Individuals get a strong sense of ownership of their organisation’s values. Through putting the values into action the values come alive and get embedded in the organisation’s culture.



UK Values Alliance

The final step is for the organisation and all the individual participants is to carry those 'Values in Action' into the wider community.

### **Pilot Projects**

We are currently running a series of pilot projects with a range of organisations of different kinds to enable us to evaluate and fine tune our process. The process itself has been distilled from the considerable experience of UK Values Alliance members in carrying out highly effective values training for individuals and groups of every kind, from major multinationals and large public bodies to local public, private and social enterprises in every part of the country.



Earlier in 2014 we completed a successful 'pre-pilot' project with a training company in Leicester which helps get people into work. This is being followed by our first full pilot which with a home care service provider in Bermondsey, London.

The pilot projects take place over a 3-4 month period and comprise 4 sessions of 2 hours each. The Wake Up To Values team manages and facilitates the sessions. The pilot organisation usually provides the venue and, where possible, contributes to expenses.

There are follow-ups with the organisation 3 months and 6 months after the end of the pilot to assess and review the ongoing effects of the work that has been done and agree future action.

### **Independent Impact Assessment**

An independent body, the University of Leicester, is assessing the overall impact of the pilot projects. We anticipate that its report will support our efforts to attract participant organisations, in securing funding where required, and will also help us in due course in generating media and general public interest.



UK Values Alliance

## Video Record

All the pilots are video recorded and we are also making brief individual video clips of interviews with participants and of the values being put into action. These will be used for training purposes and also eventually on the UK Values Alliance website and on social media sites supporting a digital campaign to promote the campaign and to illustrate the crucial role of values in society.

## Full Roll Out of the Wake Up To Values Campaign

We expect the pilots to give a wealth of feedback and information, including the impact assessment from University of Leicester, which will prepare us for a full national campaign. This roll out will use the videos and other resources that have been developed during the pilots, together with a stream of new resources, to provide material for an effective online media strategy involving social media, traditional media and networking through our UK Values Alliance membership and pilot participants.

Human interest video segments of all kinds of individuals waking up to their values, coming up with ideas on how to put those values into action, working together as a team, overcoming obstacles, and carrying the values into their communities will bring the whole campaign to life and capture the imagination of the public at large.

The aim of the Wake Up To Values national campaign will be simply to spread awareness of the importance and effectiveness of living and working based on values to as many individuals, households, communities and organisations across the UK as we possibly can. We envisage the campaign reaching a climax each year with a sponsored national awards event where the most imaginative and effective 'Values in Action' are recognised.

**“Values are like roots – if you know your roots, you will know your values. People get lost if they lose their roots.” Joy (attendee at first pilot)**

**What Are Values?** Values are our deeply held principles that guide our choices and behaviours and influence our emotions. Each one of us has our own particular set of values, but many values are also widely shared across our whole society.

Values are the core of who we are, the fundamental things that need to be present in our lives for us to feel happiness, satisfaction and fulfilment. They are our motivators, our drivers, the passion in our hearts and the reason why we do the things we do. They are like a moral compass, guiding how we live our lives, both at home and at work.



UK Values Alliance

Individuals who are guided through life by their values are likely to be caring, fulfilled, and happy. Values-driven organisations are likely to be harmonious and productive.

### **What is the Hard Evidence for the Effectiveness of Values?**

There is a substantial body of academic and other empirical evidence from around the world attesting to the effectiveness of values training/education in addressing problems at a personal and organisational level. Some of the best work in this field has been sponsored by the Australian Department of Education, including the 2010 Values in Action Schools Project report by several leading Australian universities which concluded that values education can transform classrooms, relationships, school environments, teachers' professional practice and parents' engagement in their children's schooling.

In the commercial world, powerful research by Aon Hewitt based on studies of 7000 companies in the US demonstrates that high performing companies have clear values and manage change in a way consistent with those values.

Research showing the connection between values and well-being on an individual level is being undertaken in many countries. Sagiv and Schwartz's 'Value Priorities and Subjective Well-Being' (European Journal of Social Psychology, 9 March 2000) for instance shows that well-being broadly depends upon congruence between personal values and the prevailing values environment. There are also a vast number of case studies and testimonials showing clearly that values are crucial in living a fulfilling, successful and happy life.

### **How Can You Help?**

We are keen to find more organisations who are interested in taking part in pilots and individuals interested in facilitating pilots or helping with administration. We are also looking to identify individuals, groups and organisations who would be interested in working with us as we roll out the campaign. The broader the spread of partners and associates we have geographically, demographically, and by size and by sector, the more effective we will be. Inevitably, funding to support the campaign is also required.

We will also be looking in due course for appropriate high level strategic partners who can provide not only networking capabilities but also the potential for sponsorship and/or financial and logistical support. We would hope that at least one of these would also be able to give us distribution opportunities in traditional and new media.

If you can help with any of these needs, or would like further information, please contact us at [info@valuesalliance.net](mailto:info@valuesalliance.net)