



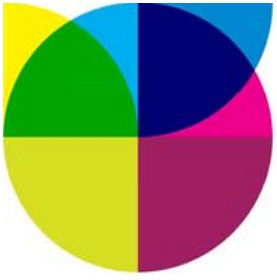
UK Values Alliance



UK Values Alliance

‘Putting Values at the Heart of UK Society’

December 2013



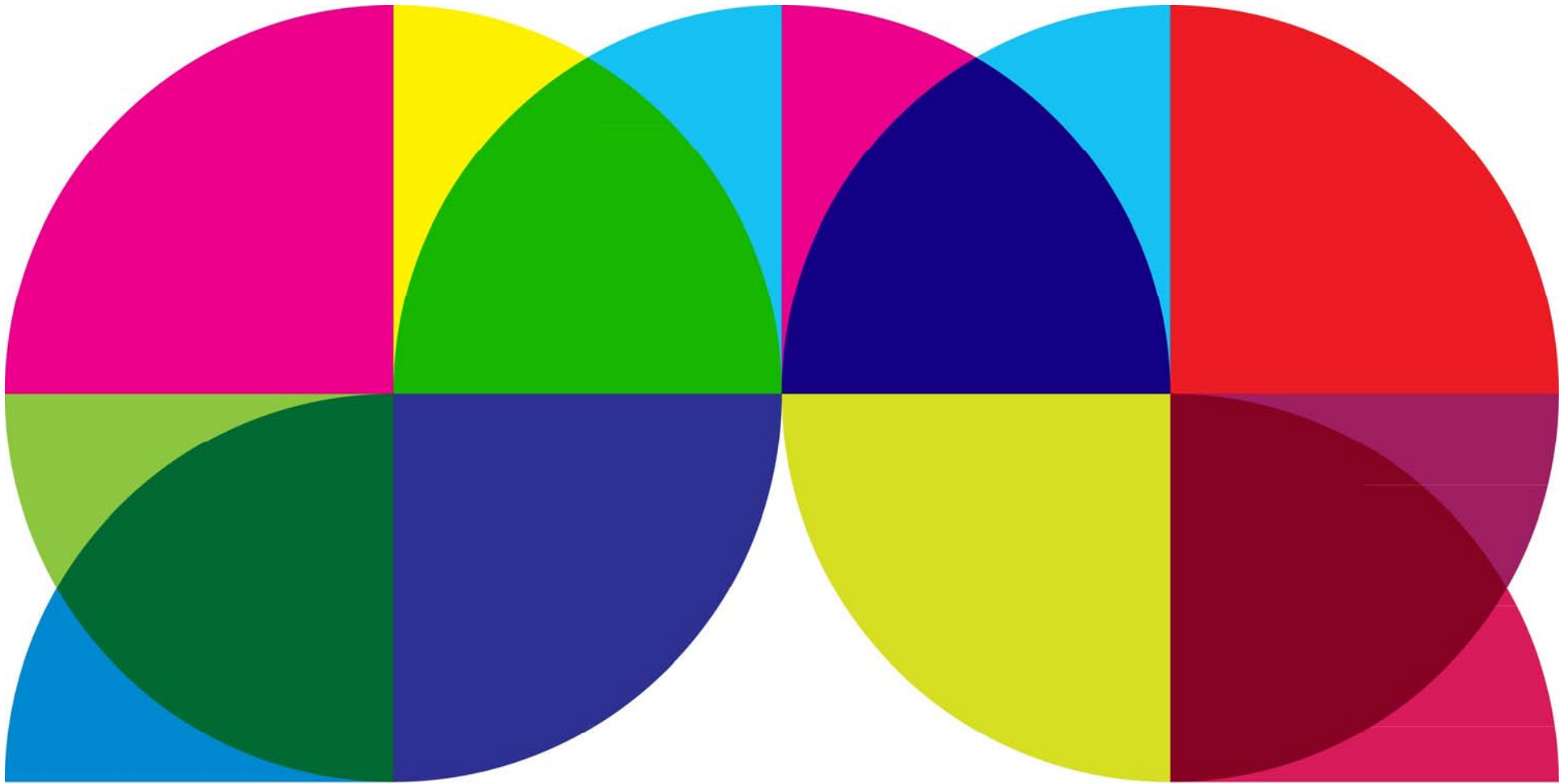
Contents

This presentation addresses three questions:

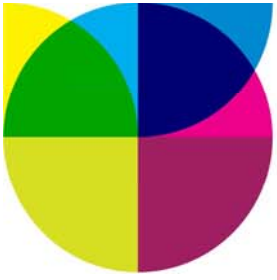
- What is the UK Values Alliance?
- What are values and why are they important?
- How can we engage with values?



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What is the UK Values Alliance?



**We are a collaborative group that is seeking
to promote values in society**





Why did we form?

- We formed as a result of the UK National Values Survey (October 2012), which revealed a significant gap between the personal values of UK residents and their perception of the prevailing national values.

http://www.valuescentre.com/ukvalues/?sec=uk_national_values_assessment

- The group has grown as we attract people from all walks of life who have an interest in the subject of values.



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Our purpose

To build a better UK society by helping individuals and organisations live their values.



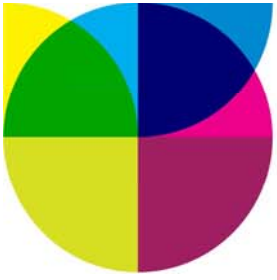


How will we do this?

- By raising awareness and understanding of values and their benefits to individuals, organisations and society
- By helping to articulate the importance of aligning behaviour to values in practice
- By working together as an alliance with a common set of values.



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What are the UK Values Alliance values?

Our organisation's values are:

- **compassion**
- **learning**
- **collaboration**
- **empowerment**
- **making a difference.**



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What are values and why are they important?




What are Values?

For us...

- Values are the things that are important to us
- They are deeply held principles that guide our choices and behaviours and influence our emotions
- They help define who we are, what we believe and how we live.

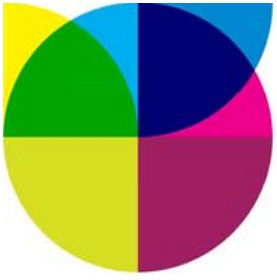


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“Values are like fingerprints. Nobody's are the same, but you leave 'em all over everything you do.”

Elvis Presley (1935-1977)
Musician



What's the focus?

Values operate at many levels

Our focus is:

- Personal
- Organisational
- Societal.



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Why are values important to us personally?

For us, they help to provide

- A sense of clarity, authenticity, empowerment, self-control, choice and self-worth
- More meaning to life
- A foundation for effectiveness, happiness, fulfilment and success
- Improved personal, emotional, spiritual and physical wellbeing
- A compass for life, guiding decision-making, communication and behaviour
- A way to keep our behaviours consistent with what we believe to be important
- A means to portray a consistent view to others of who we are
- Enhanced personal and work relationships.

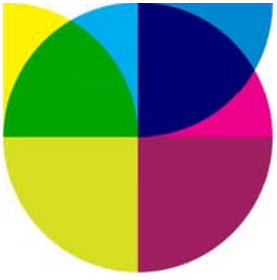


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A black and white photograph of three hikers sitting on a rocky mountain peak. A woman on the left is looking towards the camera, while a man and a woman next to her are looking down at a map. The background shows a vast, rugged landscape under a cloudy sky.

“Find people who share
your values, and you'll
conquer the world
together.”

John Ratzenberger



Why are values important to organisations?

For us, they help provide

- Encouragement of appropriate and consistent behaviours in support of the organisation's purpose
- A consistent, desirable, recognisable and predictable culture
- A clear framework for decision making
- A sense of authenticity and identity that enables customer choice.



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Why are values important to organisations? cont.

.....and deliver beneficial long-term outcomes, such as:

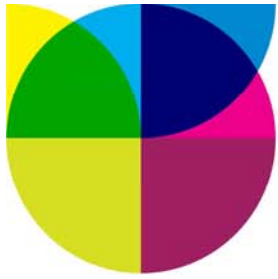
- A more consistent customer experience
- Employee attraction, motivation, fulfilment, loyalty and retention
- Increased productivity and achievement of organisational aims
- Better relationships with all stakeholders
- Improved collaboration and sustainability.





“It's not hard to make
decisions when you know
what your values are.”

Roy Disney



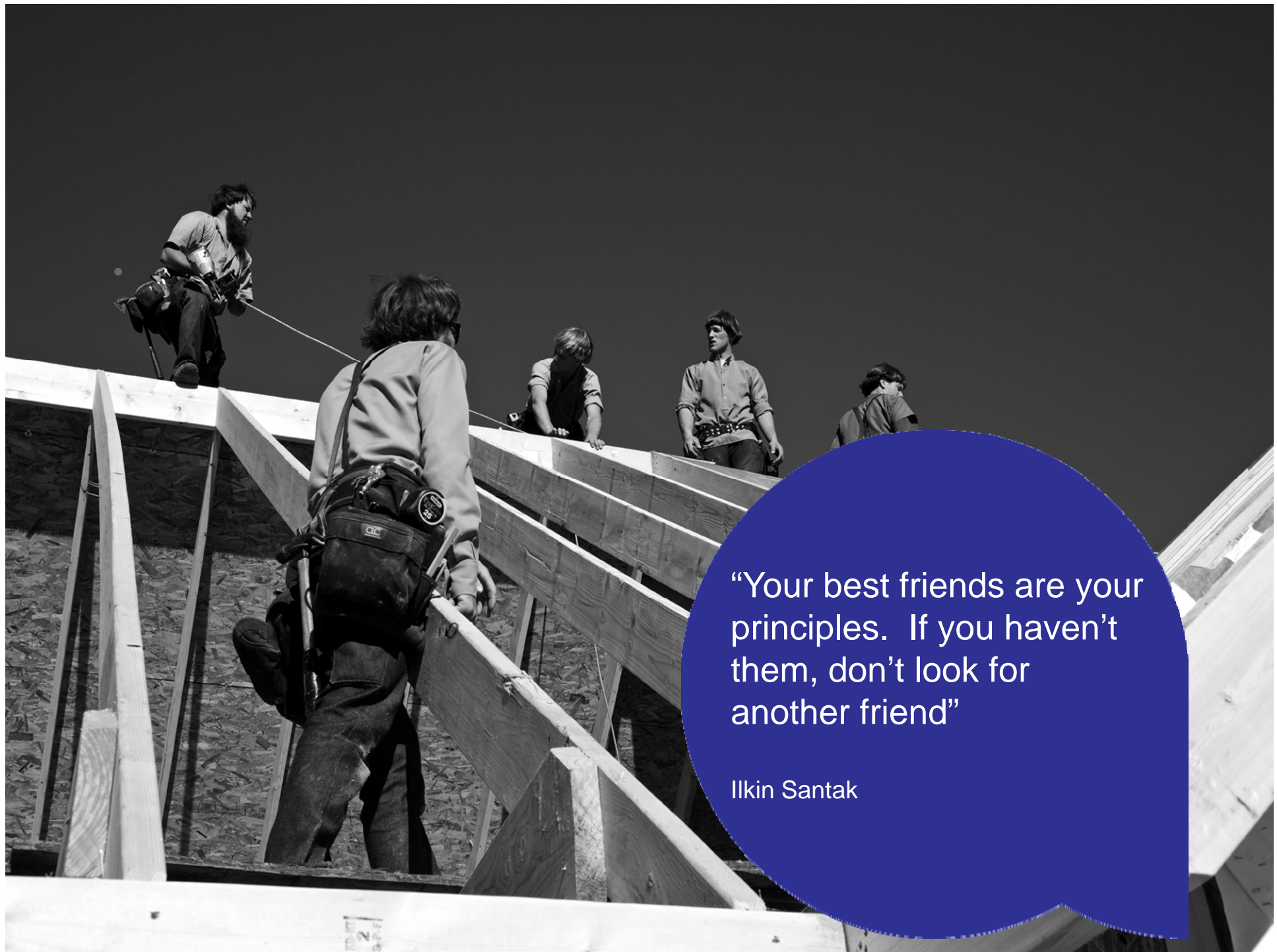
Why are values important to society?

For us they help provide

- A framework for members' behaviour and interactions
- Happier communities, in which people relate better to each other and focus more on the common good
- A happier and more sustainable society with greater understanding, choice, consistency, openness and collaboration
- Enhanced emotional, spiritual and physical health and wellbeing
- A better alignment between the interests of its members and its government
- An improved balance between the need to serve oneself and others in society.

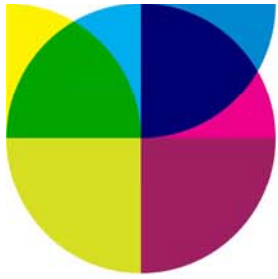


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“Your best friends are your principles. If you haven’t them, don’t look for another friend”

Ilkin Santak



What evidence is there that values work?

Australian
study
of enhanced
academic
performance

Hewitt/Barratt
study of
employee
engagement and
enhanced
financial
performance

Swedish
study on
effective
government

“Conscious
Capitalism”
study of enhanced
long-term
profitability

... and more emerging daily

- <http://www.valuesbasededucation.com/downloads/impact.2013-04-19.summary.pdf>
- In 2001, Eric Flamholtz from the University of California at Los Angeles discovered a strong positive correlation between cultural agreement (a proxy for values alignment) and the company's EBIT (Earnings Before Interest and Taxes) - Flamholtz, Eric. “Corporate Culture and the Bottom Line.” *European Management Journal* Vol. 19, No. 3 (2001): 268-275.
- Hewitt Associates and Barrett Values Centre as part of the 2008 Best Employer study in Australia/New Zealand,



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How can we engage with values?



How can people engage with values?

- Become more conscious and aware of them
- Better understand their own values and what they mean for themselves and their interactions with others
- Use them to inform their choices and drive their behaviour, communication and emotional response
- Be true to their own values and live their lives in line with those values
- Be open to exploring tools such as reflection, meditation, mindfulness, coaching, conscious practice, feedback, personal profiling etc.



A black and white photograph of a man sitting on a sandy beach, looking out at the ocean. The man is in the lower right foreground, wearing a dark shirt and light pants, with his back to the camera. The beach is wide and flat, leading to gentle waves on the horizon. The sky is clear and bright. A large teal speech bubble is overlaid on the upper left side of the image, containing a quote and the name Michael Schrage.

"The more choices
you have, the more
your values matter."


Michael Schrage



How can organisations engage with values?

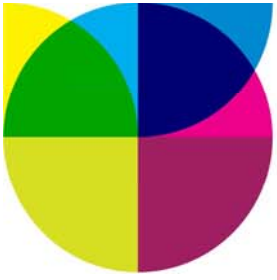
- Understand and select organisational values that support their purpose
- Raise awareness of the organisation's values and what they mean for leadership, management and employees and their interactions with others
- Translate the values into practical employee behaviour
- Surface the experience of the organisation's values in practice and how this differs from desired values
- Encourage and reward alignment of choices, behaviour and communication to values through appropriate policies, processes and systems.



A black and white photograph of a woman wearing a white hard hat and a dark long-sleeved shirt. She is holding a mobile phone to her ear and looking off to the side. In the background, several wind turbines are visible against a clear sky. A large, solid magenta circle is overlaid on the left side of the image, containing white text.

"Now more than ever,
organisational values
should be at the
forefront of business
leaders' minds"

Peter Cheese, Chief Executive
CIPD




How can society engage with values?

- Encourage discussion about values and their role in the community
- Recognise and celebrate people and organisations that demonstrate consciousness of values
- Support people and organisations to live according to their values.



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“Tell me what you pay
attention to and I will tell
you who you are.”

Jose Ortega y Gasset



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Putting values at the heart of society



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Thank you

Please contact us:

www.valuesalliance.net

info@valuesalliance.net

or join us at our next meeting on xx/xx/xx

