

Heart-y welcome to
ValuesOnline
an introduction

Hearty welcome to **ValuesOnline** !

ValuesOnline is designed for people, businesses and organisations who **want to realize an identity** guaranteeing *human principles, ideals and values*, as well as *personal meaning and growth* as strategic starting point.

Everything starts with the individual. Groups, businesses and organisations are constructions of people with a common purpose, challenging everyone to make this collective function. Because of not knowing how, unfortunately much personal dignity and energy is lost with an immediate impact on the desired result.

In working together and hence in living, more than often we tell each other that things should be different and especially sustainable. Endurance and sustainability include much, but essentially are about people. Sadly mankind itself appears to be its biggest opponent to endurance and sustainability.

Sustainable living is best characterized by balance, harmony and a healthy lifestyle. It are mainly those who themselves have found a deeper meaning in life, who guide us the way to this durability. However to become sustainable in all facets everyone without exception – individually and collectively – will have to aspire after this.

Business and organisations incorporate the largest and most effective transformation force for coexistence. Without ignoring what businesses and organisations already take on in social responsibility, the individual and collective engagement within any kind of collaboration offers great potential for realizing sustainable change, which may go beyond the social significance that the business or organisation holds.

The size of the business or organisation is not indicative, but its ability to arrive at *a comprehensive and holistic leadership perspective*. This leadership perspective is direct and simple, touches people deeply and stimulates personal growth. It ignites talents, promotes the receptivity for the characteristics of diversity and behaviour, and results in use of pure language and authentic dialogues.

In living and working together no sustainable change can be realized unless people will *firstly develop* their values, view of reality and priorities.

It is a psychological fact that when living and acting according to your own authentic values, one will experience meaning and significance in life. *'Values' guide us in our personal growth and realization into a meaningful future.*

Present questions on values-based processes in businesses and organisations develop from the growing awareness that *'meaning of and in work'* strengthens corporate culture, increases competitiveness and profitability.

We distinguish 'normative' values (virtues), which tell us how we SHOULD live by a certain standard (religion, politics) and 'descriptive' values, which describe how we WANT to live to experience our life as meaningful. *ValuesOnline is based on a descriptive approach.*

ValuesOnline finds her roots in the development theories of and the research in values i.a. by Milton Rokeach, Brian Hall and Benjamin Tonna, as well as and no less in extensive practical experiences with values based leadership in organisations.

- Text analyses and other research efforts indicate that humanity uses a total of approx. 500 Core Values. These are words/concepts with a Universal meaning for people.
- A certain social or geographic culture is shaped by approx. 150 – 200 selected Core Values.
- An individual selects 20-50 Personal Core Values during a life journey that s/he can relate to in his/her priorities. Each individual has a unique set of Core Values.
- At any given moment on a person's life journey and in direct relation with reality there are about 5-12 values that can be best designated as 'Priority Values'. They influence the priorities and preferences in daily life and thus every decision and action that person takes. Priority Values may change over time due to wanted or unwanted changes in the person's life.

Values emanate from strong personal experiences and ideals. Out of values new values will develop and in the course of time these connect to a values track, as a life journey. Values and the development of values to new values reflect the inner growth, *the human formation in different stages of life.*

The ValuesOnline tool is neither a test nor assessment, but a self-discovery.

The Ranking helps you to find your own Core and Priority Values. *ValuesOnline* has carefully selected and defined 127 core values, characteristic of the prevailing culture, which are included in the Ranking Process.

'Ranking' is arranging values in priorities in accordance with what is most important at this point in your life. The Ranking is the basis for the experiential process that helps you to discover your true Self: 'WHO are you', 'WHY do you act the way you do', and 'WHO do you want to be'? They stimulate and inspire your personal, family and work life.

With ValuesOnline a new knowledge architecture develops, a new language based on fundamental principles and values, which helps people to clarify what a sustainable future entails, for themselves, the collective and the business and organisation. With the ultimate result the realization of a *new values based approach to thinking and working,* on individual, group and business / organizational level.

The first step toward achieving the knowledge architecture is to increase substantially the awareness of values by:

1. experiencing meaning of the own core values and ideals
2. learning to live according the own values and not those of others
3. learning to align the own core values with those of others, at home, at work and in society.

Living according to your own values means to be aware of your values, where they emanate from and how they prioritize. As well as that they guide your decisions in which you use the values to describe your thoughts, opinions and intensions.

BASIC VALUES PROCESSES

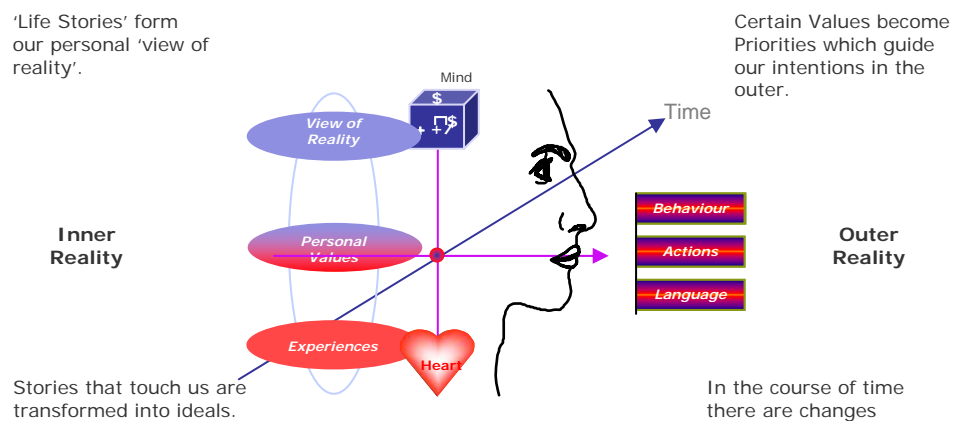


Figure 1

The *ValuesOnline* processes place personal experiences at the centre. 'Story telling' and 'following the values track' are processes, based on the relation between the development of awareness and values. They allow for an intense personal experience and it is this experience that draws forth further personal growth.

ValuesOnline developed a model – **NEW LEADERSHIP** -, which makes personal meaning an operational and strategic tool within businesses and organisations. This is a coherent model for unfolding a *Conscious Values Perspective in Leadership and activities*.

Het **valuesonline** 4-Step™ Process: practical - challenging - profound.

Theoretical and practical experiences made us to develop a 4-Step values process, that helps people to connect their inner reality of visions, dreams and ideals with their outer daily experience of ambitions, talents and knowledge.

The instrumental and process-based approach is designed so that people, facilitated to unfold themselves completely open but safe in experiential stories, find deep meaning and develop awareness.

ValuesOnline 4-Step™

The values discovery and alignment process

This is a presentation of the 4-Step process.

To the left the overall purpose for each level is shown, and to the right the Facilitation processes/steps offered (above the arrows) and the purpose for each step (below the arrows).

On each level Step 1 and 2 represents the 'experiential processes' focused on *the inner experiences* of the individual and the groups. Step 3 and 4 is making the personal experience *manifest in action*.

	Exploring inner reality		Manifestation	
LEVEL 1: INDIVIDUAL Make personal life relevant and meaningful	Story Telling 1 <i>Your stories</i>	Values Track 2 <i>The stories you live by</i>	Authentication 3 <i>The values you choose</i>	Journey 4 <i>The values you live by</i>
LEVEL 2: GROUP Make the full potential available.	Story Telling 1 <i>Your stories</i>	Values Alignment 2 <i>The stories you share</i>	Operational Alignment 3 <i>The values you choose</i>	Action Plan 4 <i>The values you live by</i>
LEVEL 3: CORPORATE Make vision, strategy and growth plan congruent with a Culture of Meaning.	Story Telling 1 <i>Group stories</i>	Corporate Alignment 2 <i>The shared principles</i>	Vision & Strategy 3 <i>The chosen principles</i>	Growth Plan 4 <i>Principles lived by</i>
LEVEL 4: SOCIETAL Make human wealth a top priority.	Story Telling 1 <i>Group stories</i>	Societal Alignment 2 <i>The shared principles</i>	Human Vision 3 <i>The chosen principles</i>	Wealth Plan 4 <i>Principles lived by</i>

FIGURE 2

Personal Facilitation process

The **ValuesOnline** 4-Step™ INDIVIDUAL Level

Everyone should have a chance to give oneself the biggest present, namely oneself.

Who am I really, where do I stand now, how did I get this far, what is my personal growth and do I assume to lead myself?

Personal facilitation is *the true experience of a self-discovery process* creating the awareness of a 'Conscious Values Perspective' and 'Self-Leadership'.

Self-Leadership is the core of all Leadership irrespective of whether someone holds or does not hold a leading position in the business or organization.

Hereafter purpose and personal results reports are shown for every step.

Steps

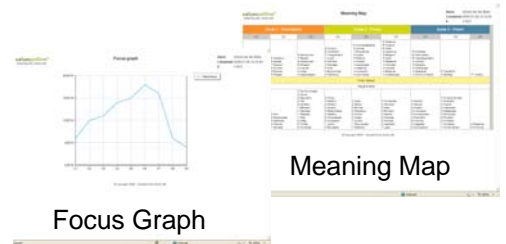
Facilitation

Process Reports

1

Story Telling

Step 1: *Discover, re-live & feel the experiences* and situations that gave rise to your ideals and values.
'Meet yourself in your values.'



2

Values Track

Step 2: *Discover the connections* between values in different life cycles and your Life-journey reflected in those values.
'Experience your life-journey.'



3

Authentication

Step 3: *Verify your authentic values,* learning how to master personality and choose the values you wish to live by.
'Expressing authenticity in daily life.'



4

Journey

Step 4: *Learn how to take the lead* in your life. Design your 'Journey' onwards aligning with your authentic values and competences.
'Realize a Conscious Values Perspective'.

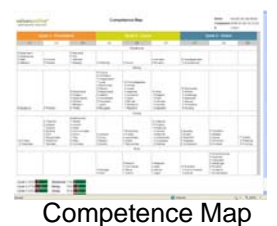


FIGURE 3

Personal Action Maps

The **ValuesOnline** 4-Step™ process

Values guide our preferences and actions in all professions. A Conscious Values Perspective allows for professional alignment of values.

Being aware of our own core values enables us to take well-considered decisions in accordance with what is most meaningful, satisfying and inspiring in our personal life.

The overall purpose with personal values facilitation is to learn how to live according to one's own authentic values in different environments.

At the end of each facilitation step an 'Action Map' is produced guiding the individual in the realization of a Conscious Values Perspective and Self-Leadership.

Steps

Action

Action Maps

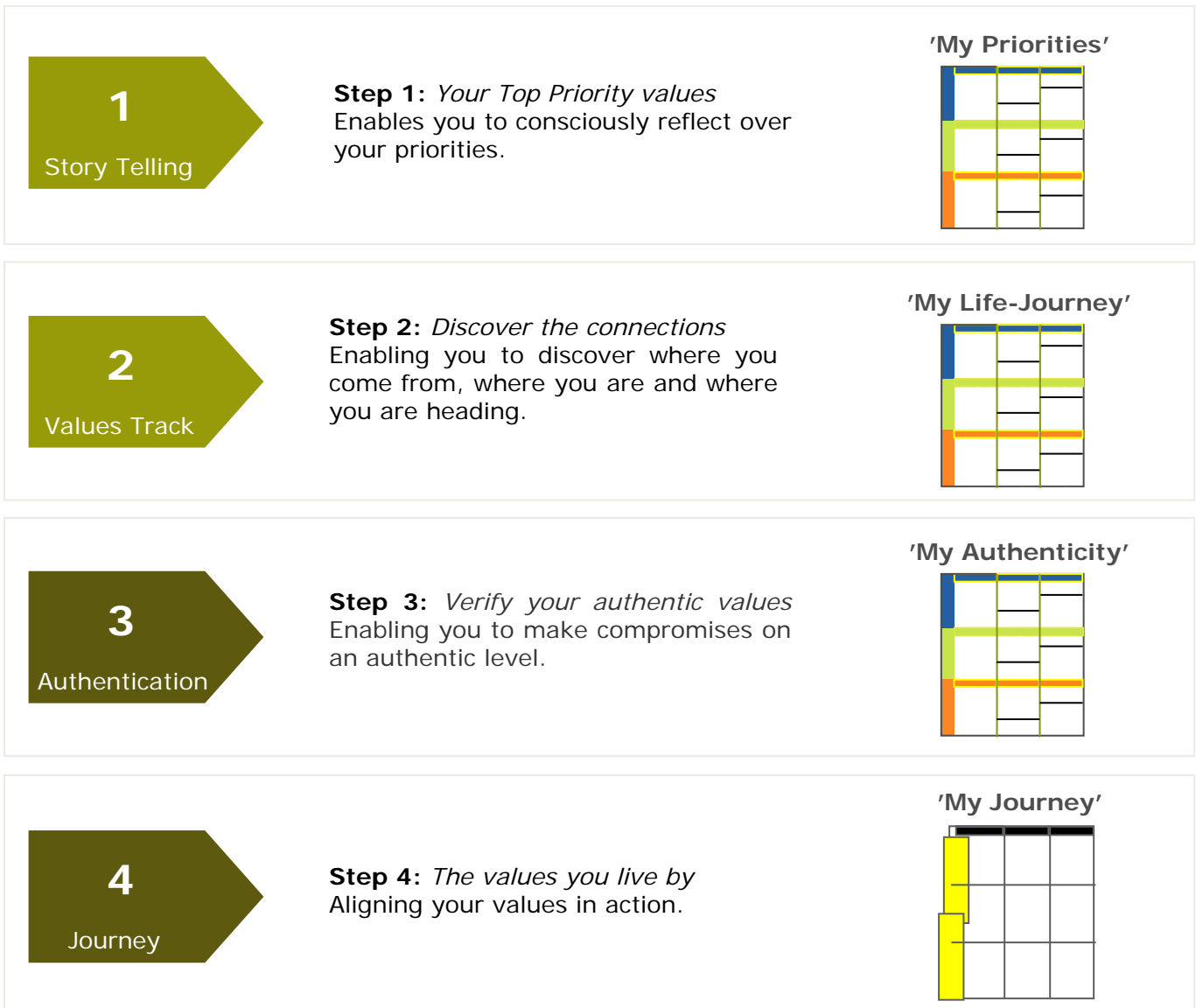


FIGURE 4

With *ValuesOnline* the core values of the employees and in particular their priority values, can be aligned with the operational goals of the group or the company. In the values-driven enterprise the activities are organized and managed so that people are aware that they do *the right things the right way with purpose and meaning*. This creates the basis for the true operational and commercial strength.

The GROUP PROCESS

The general objective of the group process is to mobilize the personal engagement and the full performance potential in the group.

A Conscious Values Perspective on the individual level is a pre-requisite for alignment of values in groups and making it operational in daily activities.

The individual alignment of values in GROUPS is the process creating understanding and trust between the Group members on an authentic level – fast and effective.

The operational alignment of values in GROUPS is the process aligning *operational goals* with *personal objectives* (ideals and values) of all involved.

The result: a 'Meaningful Culture' which is contagious, makes people shine visibly, stimulates their engagement and commitment and initiates the creation of an *Action plan*, which is embraced by all as inspirational, doable and sustainable.

The ORGANISATION PROCESS

The general objective of the organisation process is to mobilize the personal engagement and the full performance potential in the organisation by developing a 'Conscious Values Perspective' and a 'Meaningful Culture'.

A Conscious Values Perspective realized on individual – and group level is required to align professionally the values on organisational level. The values process has several dimensions and there are different roads to a 'Meaningful Culture', unique to every organisation. The 4-Step processes will have to be integrated with the current operational and planning processes.

DISCOVERING the Corporate Values – MapNet / C is an optional Ranking System only available on corporate level. The tool assists to discover how people (e.g. employees or customers) experience the values the company represents. Between both: a) the *determined* corporate principles ('values') and the expressed corporate principles, and b) the *authentic* values of the employees, identified in the INDIVIDUAL process, the gap becomes visible as how these may fit and can shape an outline of Professional Values Work within the organisation.

The alignment of INDIVIDUAL values on organisational level is a process using personal values to create understanding and trust on an *authentic* level between different *groups* within the organisation. The results of the Personal Ranking and the MapNet / C Ranking can be brought together, analysed and aligned.

The alignment of ORGANISATIONAL VALUES is the process developing *strategic & operational goals* in alignment with the *objectives* (ideals and values) of each group involved.

The alignment of organisational values creates a deep human experience on the authentic level leading to engagement and organisational success.

ValuesOnline invites you to become better acquainted. There is no better way than the **personal experience**. Rank your values directly online or have yourself invited and experience the process.

ValuesOnline offers experiential Workshops to acquire the processes and to use the system independently.

The possibilities to apply the tool and processes are many. There are application structures for every purpose. *ValuesOnline*, including its qualified network, are always available for sharing vision, support and facilitation.

ValuesOnline manages a server storing all personal information confidentially and according to the Swedish Personal Data Protection Laws.

Group Facilitation process

The **ValuesOnline** 4-Step™ GROUP Level

Personal facilitation is *the true experience of a self-discovery process*. A Group facilitation is *the true experience of a group-discovery process*.

When people see the deeper meaning in what they do daily and in what they do in their life, their heart is engaged and commitment, inspiration and creativity increases. *This deep human experience is fundamental for health and success of a group, the company and the organization.*

Hereafter purpose and group result reports are shown for every step.

Steps

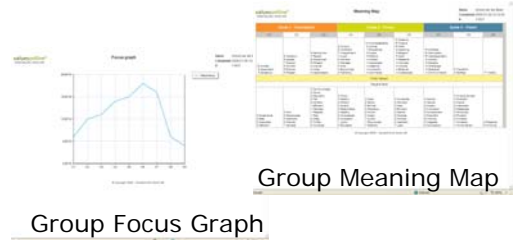
Group Facilitation

Process Reports

1

Story Telling

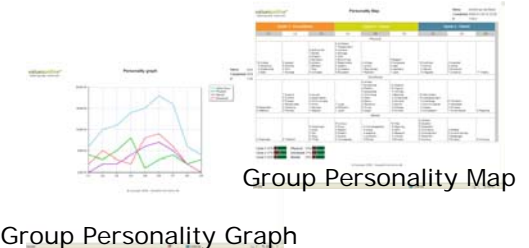
Step 1: *Share, experience and live* the life-stories that gave rise to individual ideals and values in the group. Experience the different life-journeys from a values perspective.
'Meet the personal values of the Group.'



2

Values Alignment

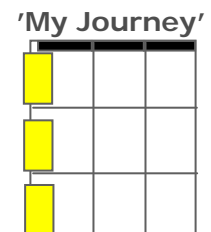
Step 2: *Discover diversities* in individual expressions and personality dynamics. *Bring together* individual values and personal capacities in a group perspective.
'Experience the Unity in spirit.'



3

Operational Alignment

Step 3: *Define the purpose & operational goals of the group*. Each individual identifies HOW their personal, *authentic values* can be lived while executing the operational goals.
'Live authentically at work.'



4

Action Plan

Step 4: *Aligning personal commitment and operations* in the design of a group action plan aligned with the authentic values, personalities and competences of the individuals.
Realize 'Personal Meaning' in group.



FIGURE 5

Group Action Maps

The **ValuesOnline** 4-Step™ process

The overall purpose of group values facilitation is to learn how to live according to one's own authentic values in different situations and environments while fulfilling the purpose & goals of the group.

This means that the personal sense of reality and aspirations are aligned with those of the business, supported by the motivational force of the personal values.

Those responsible can align and harmonize activities with what is most useful for the people stimulating engagement and performance on the individual level.

At the end of step 3 and 4 a 'Personal Commitment' and 'Action Plan' is produced guiding the individual in the realization of the commitment to the purpose and goal of the group.

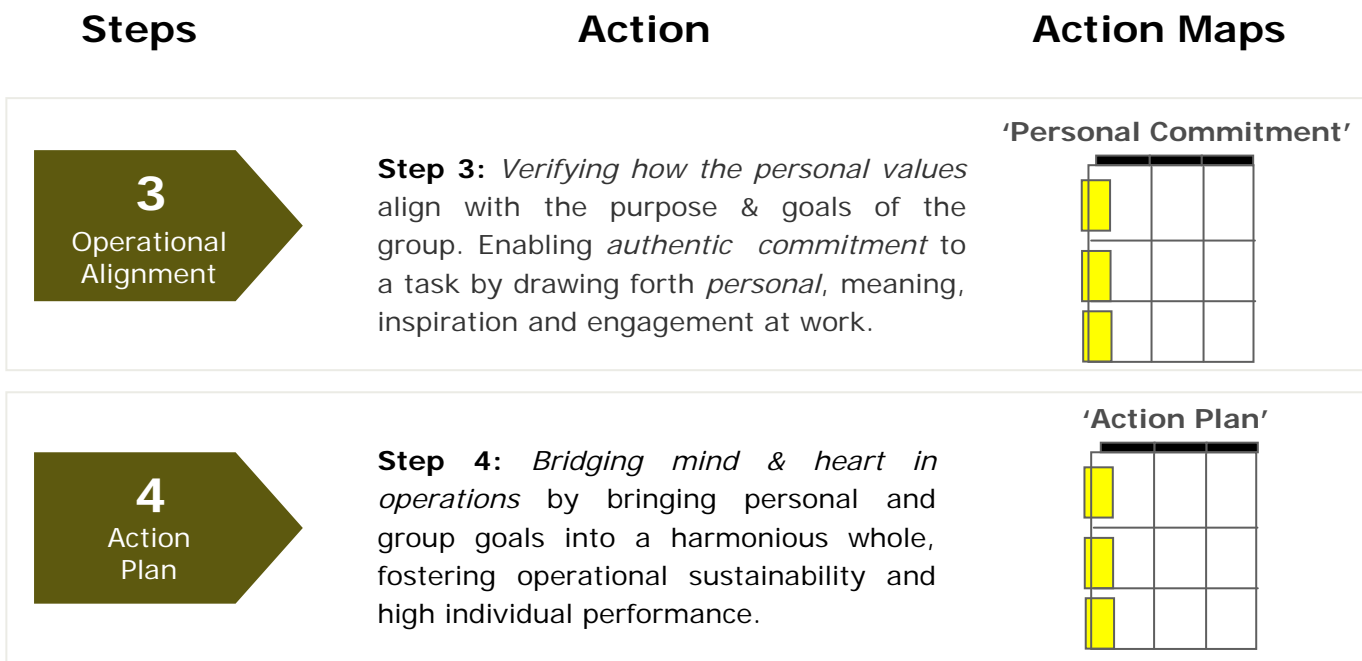


FIGURE 6