



*“It is helping all employees to understand how individual and team values can be attuned to create an office environment that compliments the vision of the business.”*

*“An extension of this study will be to align our values with those of our customers...”*

Company Director, Currie & Brown

*“People took away a confidence in a set of shared team values, values which they were comfortable with and which the staff recognised when looking at company literature”*

Company Director, CWC

#### Step 4

##### **Organisational Values Workshop**

After an introductory presentation groups were formed reflecting experience and management responsibility. Their discussions identified the most important values, which they then expressed in their own words and identified links to company practices. Group values and practices were collaboratively plotted onto a blank values model to build an overall picture.



A workshop group defining organisational values and practices

#### Step 5

##### **Post-workshop**

The organisational values model was displayed in the workplace to stimulate debate. This model was then used to define the organisational values statements. This values definition process was then repeated in other offices to help derive a company vision and mission.



Model of organisational values

**PROFESSIONALISM** - We take an active role in developing ourselves to the highest potential and strive for personal and professional excellence. [Capable, Intelligent, Dutiful and Professional, Learning, Curious]

**INTEGRITY** - We value self-respect and dignity and treat all people with courtesy and respect; we are dedicated to high ethical and moral standards that include honesty, loyalty and responsibility.

## insights

An understanding of shared values provided company leaders with a platform from which to formulate business strategies which accord with the organisations prevailing culture.



Value in Design

This case study is one of a series describing aspects of the VALiD approach to value delivery. VALiD was developed in the Innovative Manufacturing and Construction Research Centre at Loughborough University by AMEC, Arup, BAA Plc, Broadgate Estates Limited, CABE, CIBSE, Constructing Excellence in the Built Environment, Davis Langdon LLP, Loughborough University, RIBA, RICS and Sheppard Robson. The work was funded by the EPSRC and DTI with support from the project partners. More information is available at [www.valueindesign.com](http://www.valueindesign.com)