

VALUES INDICATOR

A simple but powerful inventory based assessment of a person's individual values and those that they see to be important to the enterprise of which they are a part

Although every individual comes into the world with some innate personality traits (the 'nature' side of the nature/nurture debate) for our entire life we also 'drink-in' the experiences that are fed to us by our senses which slowly start to evolve our beliefs and attitudes, and shape our general behavior (the 'nurture' side of the equation). This assessment is designed to look at an individual's values by asking them to identify the top ten words that best describe their most important values. They are then asked to rank these in priority order (using the carbonated sheet that is provided with this booklet). This helps to identify not only those individual values, which are deemed to be most important, but also helps to identify the clusters to which individual words or value statements tend to belong.

how it works

This Values Indicator profile is broadly based upon the research work (mainly conducted in the 1950's and 1960's) of the American psychologist, Dr Clare Graves and the British human biologist Richard Dawkins.

This research on human genetic make-up and what ultimately became known as human MEMES looked at people's psycho-social and organizational behavioral DNA. In other words, it was concerned with the way that individuals make judgments about the world around them and use their value systems by themselves and when part of a larger group.

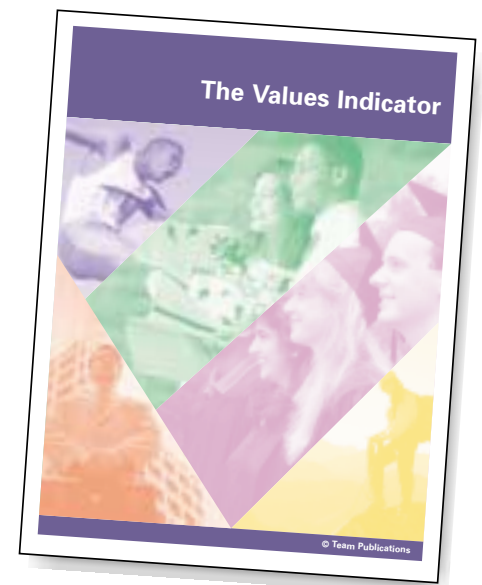
Although this research work ultimately identified eight separate MEMES, five of these covered over 90% of the population and therefore these five serve as the base value clusters used here. These five clusters are shown below.

the benefits

This profile is designed to be used in two ways:

1. As a way of identifying which value clusters are likely to be most dominant when individuals make judgments or decisions.
2. As a way of identifying particular individual values (and their relative importance to a person's thinking) regardless of the cluster to which they most typically may belong.

Whichever way this profile is used, this is designed to act as a journey of self discovery and exploration, with the process aiming to guide individuals to a greater level of awareness.



THE COST

Web based assessment x 1 (per person)	\$5.00
Paper booklet (with full interpretive notes and feedback) x 1	\$14.50

Values Cluster	Representative MEME Color	Underlying Driver	Brief Characteristics
Harmony	Green	Relationships	Benevolent, cooperative, open, idealistic, and warm
Independence	Yellow	Knowledge	Conceptual, flexible, logical, adventurous, and creative
Tradition	Purple	Stability	Consistent, affiliative, protective, careful and responsible
Achievement	Blue	Endeavor	Organized, dependable, determined, efficient, and committed
Power	Red	Control	Persistent, competitive, decisive, restless, and driven