

Cultural Values Assessment (CVA)

Customer Example

TABLE OF CONTENTS

Executive Summary and Recommendations	3
Section 1: Personal Values	5
Section 2: Current Culture Values	7
Section 3: Desired Culture Values	10
Section 4: Other Indices	14
Seven Levels of Personal Consciousness	17
Seven Levels of Organisational Consciousness	19
The Business Needs Scorecard	21

To build a high performing, values-driven organisation that engenders high levels of employee engagement requires leadership commitment and an ongoing process of values management that becomes deeply engrained into the ethos of the organisation. The starting point is to find out what is and what is not working.

This Cultural Values Assessment provides you with an overview of what is important to your people, how they see the organisation operating now and provides you with a roadmap for change. Key performance indicators such as values alignment and the Cultural Entropy score can help you measure the success of change initiatives, as you monitor progress and needs year by year.

Additional recommended reading:

- [The Values Driven Organization](#)
- [The Metrics of Human Consciousness](#)

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following pages provide a quick, high level synopsis of the findings contained later in this report.

What is important to the people of the organisation?

Reference top Personal Values.

- Strong levels of concern for others, with appreciation for their closest connections
- An optimistic and light- hearted outlook
- Truthful, considerate and supportive interactions with others
- People taking ownership and being responsive to change

What is their current experience of the organisation?

See top Current Culture Values.

- A focus on high standards, with a highly capable and skilled approach
- Attentive and optimistic interactions
- Showing a deep level of understanding and consideration for others
- Dedicated people working together to look after the needs of customers
- Rigid operational processes

What do they see as important for the future of the organisation?

See top Desired Culture Values.

- Continuing to provide high standards of service and deliverables
- Dedicated people who pay attention to others and demonstrate consideration and understanding
- Streamlining operational practices and supporting the physical care of its people
- Encouraging upbeat and light- hearted interactions

Additional insights

1. The number of matches between the Current and Desired Culture indicates that customers have a good degree of confidence in the business direction.
2. The value 'efficiency' in the desired values, appears to be a possible antidote to the problems caused by 'bureaucracy'. Consider what steps might be taken to use this suggestion to develop a plan for improvement, involving customers in understanding exactly what they are looking for.
3. Looking at the percentages of all values chosen in the Business Needs Scorecard (BNS) the biggest jump is in the area of Evolution. While there are no top values in this area, in the values jumps customers are asking for focus on 'continuous improvement'. They also want more focus in the area of Fitness which relates to business performance and the effectiveness of systems and processes. Find out if customers see these two areas as being connected and if so what suggestions might they have for change.

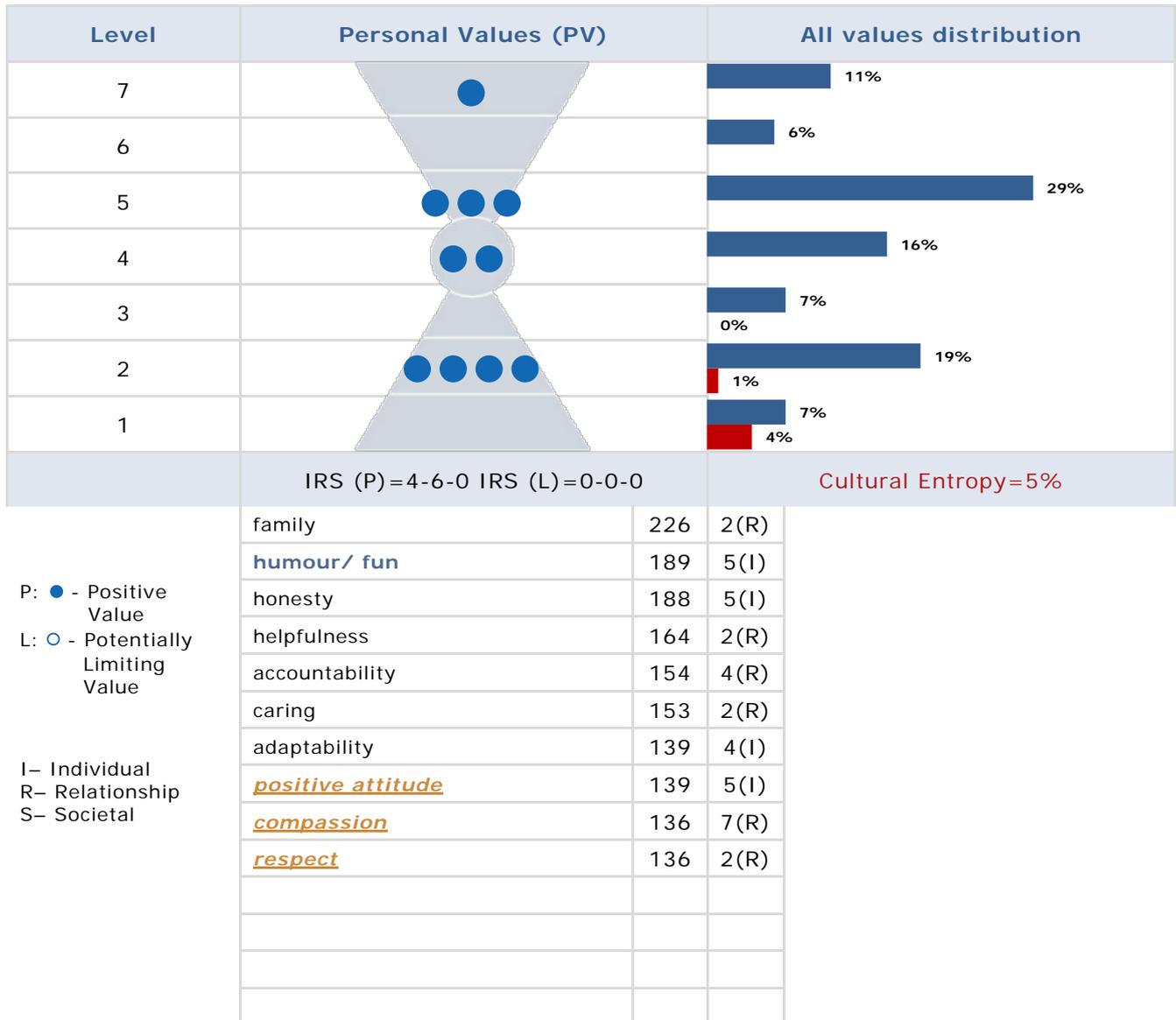
Suggestions for implementing change

1. Develop a plan to deliver internal communication around these results. Remember to celebrate strengths, as well as looking at what can be improved.
2. Consider setting up focus groups to gain greater understanding around specific areas or issues and planning steps for improvement. An overview of steps you might take can be found in [Get Connected](#) pages 52-54 or in the following exercise: [From CVA to Action](#)

3. Examine how the business strategy aligns with the culture of the organisation as seen in the results. [Align Strategy & Culture](#)
4. Following these communication exercises, identify which are the key outcomes or processes that the group wants to achieve or improve. Here are some examples of possible next steps:
 - a) To what degree is the gap at Level 1 and the BNS area of Finance a missing need in the business? There is an underlying call for more focus here. Find out from customers what they believe the key priority to be.
 - b) How might you better understand the needs of your customers as requested in your results? [Connect to The Customer](#)
5. Consider what values your organisation wants to espouse for the long-term. Then, define a set of shared values, 3-4 maximum, as choosing more will undermine peoples' ability to connect to and demonstrate the chosen values. Define what each of these values specifically mean and what behaviours would be expected to support them. These behaviours can then be used for performance measurement regarding how well managers and senior executives are "living the values". In addition, determine what would undermine the espoused values. Make the values and behaviours pervasive throughout your organisation, by integrating them into employee orientation programs, performance management, promotion criteria, leadership competencies and succession planning. Note that the following values are Personal Values of your customers, as well as values they want in their Desired Culture: **humour/ fun, positive attitude, compassion, respect**. To what degree might these values support the long-term success of the organisation?

SECTION 1: PERSONAL VALUES

Understanding the people of your organisation



What is important to these people? - Derived from top Personal Values.

- Strong levels of concern for others, with appreciation for their closest connections
- An optimistic and light- hearted outlook
- Truthful, considerate and supportive interactions with others
- People taking ownership and being responsive to change

What motivates them? – See concentration of top values and full values distribution by level.

Level 2 – Relationship shows an appreciation for interpersonal connections.

Level 5 – Internal Cohesion represents inner stability, maturity and a search for purpose.

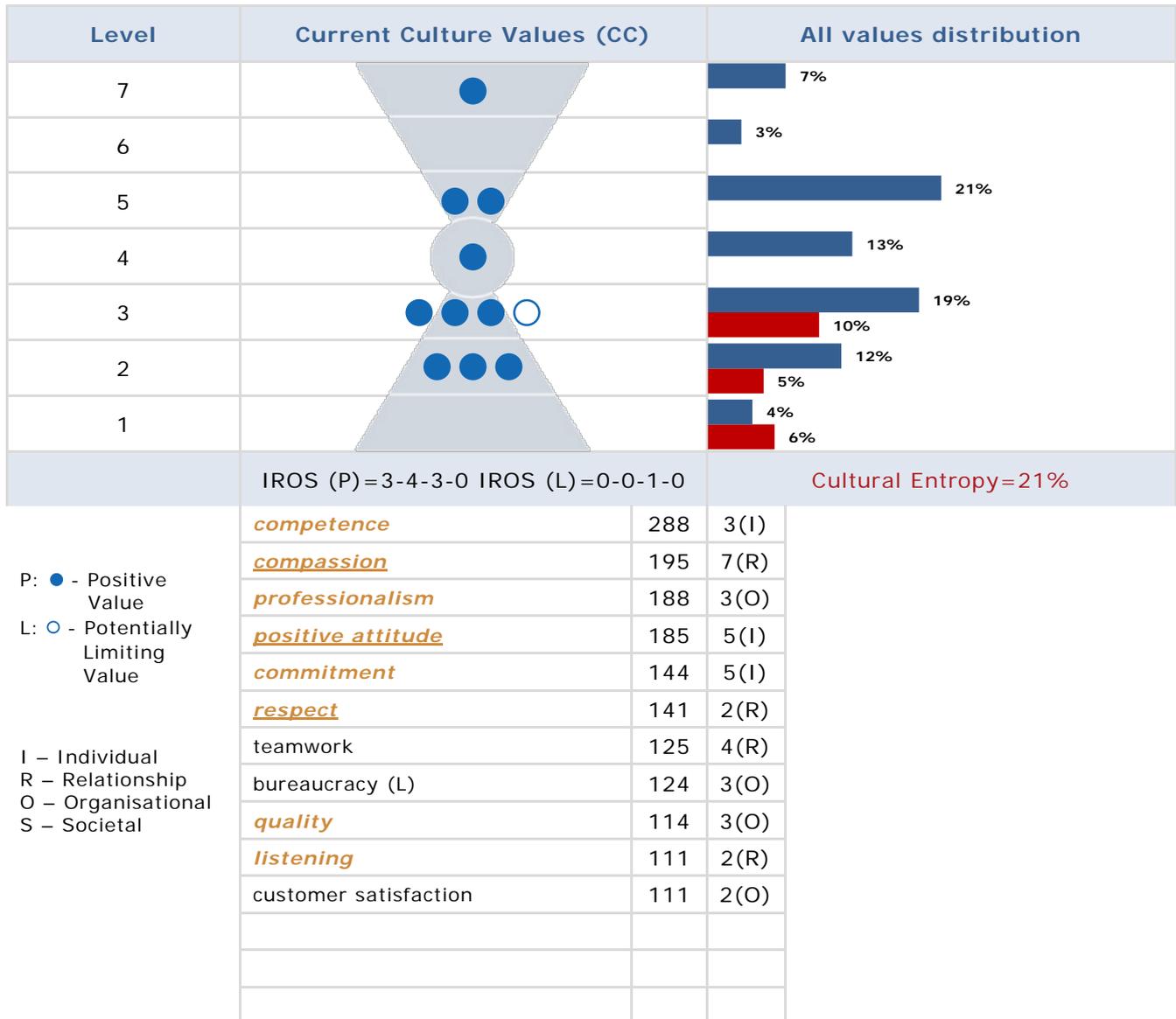
What is their main focus? – Refers to top values types favouring Individual, Relationship or Societal Values (IRS). Usually focus is on “Individual” type values.

The type of values selected shows most focus on their connections with others.

How might knowing your people better, help the organisation to frame its policies, practices and procedures, and further engage employees?

SECTION 2: CURRENT CULTURE VALUES

An overview of participants' current experience of the organisation



How is the organisation seen to operate? – Refer to top Current Culture values.

- A focus on high standards, with a highly capable and skilled approach
- Attentive and optimistic interactions
- Showing a deep level of understanding and consideration for others
- Dedicated people working together to look after the needs of customers
- Rigid operational processes

What areas receive most focus in the organisation? - See concentration of top values and full values distribution by level.

Level 3 - Self-esteem is concerned with performance, systems and processes.

Level 5 - Internal Cohesion reflects the strength of community spirit inside a group.

Note that some of this focus is potentially limiting and may be adversely affecting the organisation.

How do you see this focus expressed in the behaviours, strategy and structure of your organisation?

Which types of values receive most attention? - Consider the balance between people-focus (IRS), business-focus (O – Organisational values).

The range of top values selected shows most emphasis is placed on interpersonal connections and business needs, though there may be some issues impeding working practices.

Is enough attention placed on each area? Is one area more heavily represented than others? If so, why?

What areas lack clear positive focus? – Levels without top positive Current Culture values are either unconsciously taken care of, a blind spot, or a next area of growth.

There are no top positive values in the following levels:

Level 1 - Survival focuses on financial matters and employee welfare.

Level 6 - Making a Difference promotes positive changes through internal connectedness and external alliances.

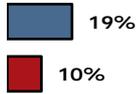
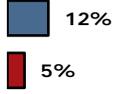
What concerns, if any, do these gaps raise for you? What do you feel is the next area of growth for your organisation?

What potential issues impact the group? – Look at the top potentially limiting values represented by a white dot.

Consider the cause and corrective actions behind the following value:

Bureaucracy can be a form of control. Too much bureaucracy can block creativity and entrepreneurial spirit, and may erode accountability and trust. Bureaucracy can lead to ineffectiveness.

Where is the dysfunction within the system? - *The Cultural Entropy score equates to the percentage of votes for potentially limiting values, which can stem from internal or external factors, or from the fear-based actions and behaviours of leaders. A Cultural Entropy score of 10% or lower is healthy. Note, report diagrams may show a variance in score due to rounding to the nearest whole number.*

LEVEL	Potentially Limiting Values (votes)	Cultural Entropy %
3 	bureaucracy (124) confusion (88) hierarchy (71) information hoarding (70) long hours (63) silo mentality (50) complacency (29)	10% of total votes
2 	lack of customer focus (84) insensitivity (66) blame (39) internal competition (29) empire building (11)	5% of total votes
1 	short-term focus (83) control (74) caution (59) job insecurity (26) exploitation (15) unethical (15)	6% of total votes

A Cultural Entropy score of 21% reflects significant issues requiring cultural and structural transformation, as well as leadership coaching.

Discuss with participants the degree to which these potentially limiting values impede their work. Determine where to focus attention for improvements.

The Cultural Entropy percentage is spread across Level 1 - Survival, Level 2 - Relationship and Level 3 - Self-esteem, indicating concerns affecting business health, interpersonal connections and organisational performance.

Note where negative focus is undermining positive efforts.

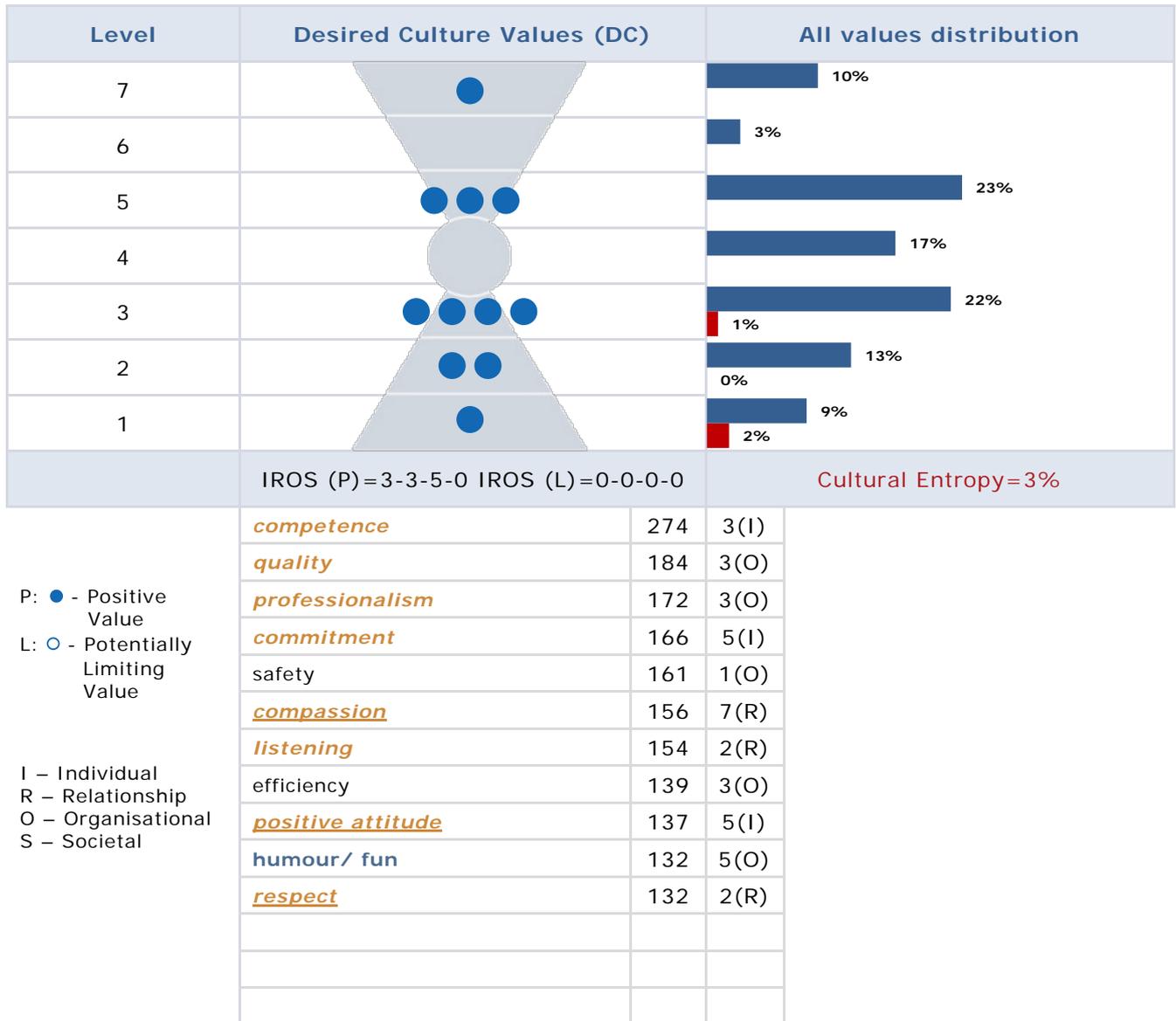
What are the key concerns for the group? – *See potentially limiting values in table above.*

- People feel frustrated by restrictive working practices and a disorganised approach
- Communication is impeded by rigid internal structures and divisions, and a failure to keep people informed
- Employees are over-worked and lack empowerment
- Customers experience inadequacies in empathy and attention to their needs
- They see an absence of forward thinking and a hesitancy to embrace new ideas

How do these situations show up in the workplace? What behaviours do people experience and how does this impact them?

SECTION 3: DESIRED CULTURE VALUES

An overview of participants' desires for the future of the organisation



What is seen as essential to reach the organisation's highest potential? – Refer to top Desired Culture values.

- Continuing to provide high standards of service and deliverables
- Dedicated people who pay attention to others and demonstrate consideration and understanding
- Streamlining operational practices and supporting the physical care of its people
- Encouraging upbeat and light- hearted interactions

Where do people want to see most focus in future? - *See concentration of top values and full values distribution by level.*

The top values and full values distribution show a desire for most attention to:

Level 3 - Self-esteem concerning performance, systems and processes.

Level 5 - Internal Cohesion reflecting the strength of community spirit inside a group.

What types of values do they want to promote moving forward? – *Note shifts in focus from top Current to Desired Culture values.*

This spread of values represents a call for the organisation to place more positive attention on meeting business needs.

What new behaviours and actions will support the development of your organisation?

What additional requests are emerging? – *The following values received the greatest increase in votes from Current to Desired Culture. More people want to experience these values in the culture; these values jumps show where the organisation can build engagement, as well as provide more insight into the themes emerging from the Desired Culture.*

Value	Level (IROS)	Current Culture Votes	Desired Culture Votes	Jump
safety	1 (O)	66	161	95
employee health	1 (O)	16	94	78
quality	3 (O)	114	184	70
customer influence	4 (R)	48	117	69
wisdom	7 (I)	40	102	62
financial stability	1 (O)	7	68	61
continuous improvement	4 (O)	14	70	56
ethics	7 (O)	31	82	51
humour/ fun	5 (O)	82	132	50
listening	2 (R)	111	154	43
employee satisfaction	2 (O)	78	121	43

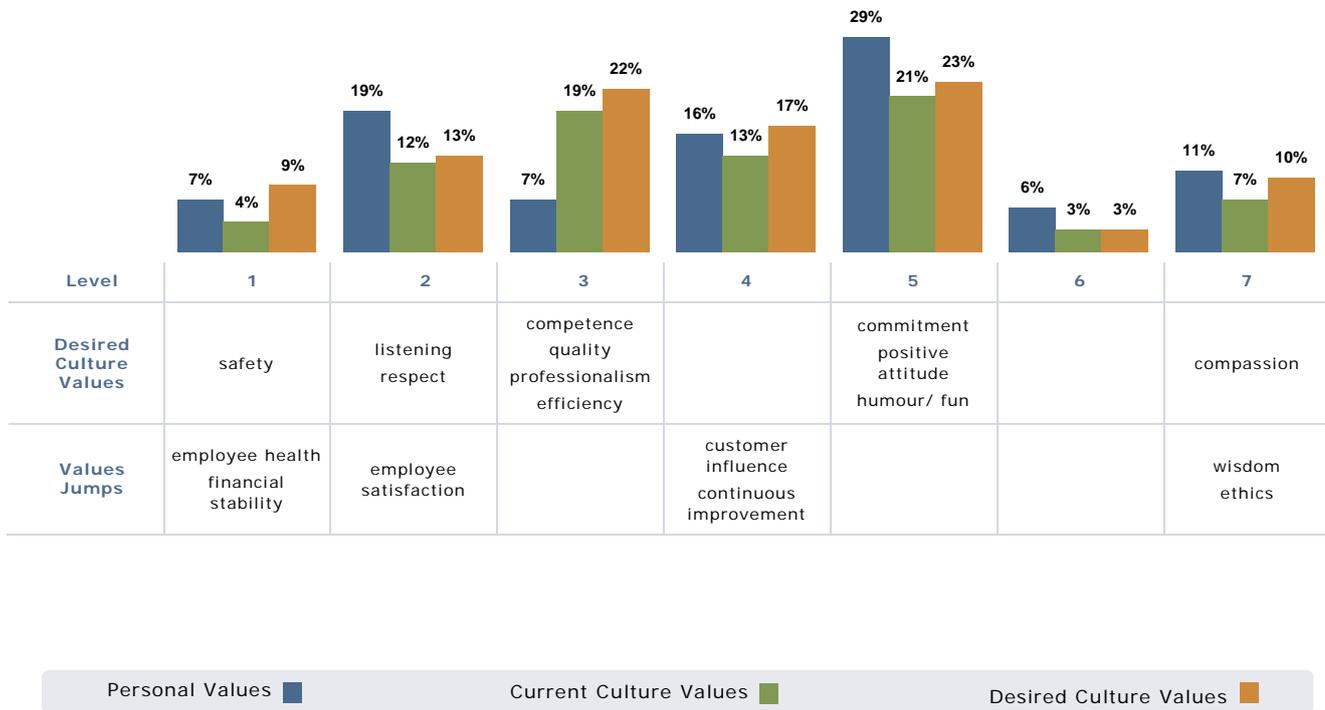
Values in bold are top values in the Desired Culture.

Those values, which are not top desired values, show underlying shifts in focus that may be worthy of additional attention:

- Customers want more support for the physical well-being of employees and appreciation for their efforts.
- They want more input into the way the business operates.
- They seek guidance from insightful employees and wish to see actions guided by moral principles.
- Participants see the need for the ongoing development of working practices, while building a strong fiscal base for the future.

What areas appear to require most focus, and how might you incorporate some of these values in your efforts to promote cultural change?

Which areas are of rising importance? – The distribution of all positive values by level clearly shows which levels are of rising importance (see increase from green/Current to orange/Desired). The table includes the main values associated with the rising requests.



Note the levels where more new focus is requested in the Desired Culture. The biggest shift is actually requested at Level 1 – Survival, indicating a call for more emphasis on business health.

What do you see as the call for action from the group, and how might the values included in this table help address these challenges?

SECTION 4: OTHER INDICES

Additional perspectives on the data to reveal other areas of significance

Values Matches - See repeating top values, which indicate cultural alignment.

Personal/Current Culture Matches: 3

Indicates a highly aligned culture where people strongly connect with what is important to them in their work. Their commitment is clear to see.

Current/Desired Culture Matches: 8

Shows a high degree of confidence in your organisation and satisfaction with the current direction.

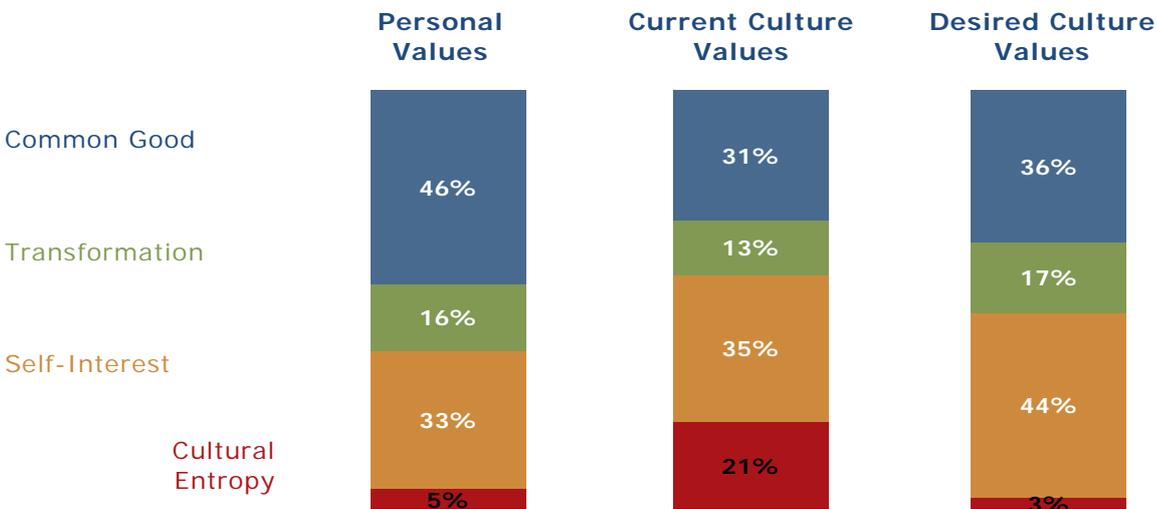
Unsatisfied Personal Values requested in Desired Culture: 1

Not only is this value important to the people, but they also believe it can improve the organisation's performance. This new request is:

humour/ fun

How confident are people that the group is on the right track? What areas appear relevant to focus upon next?

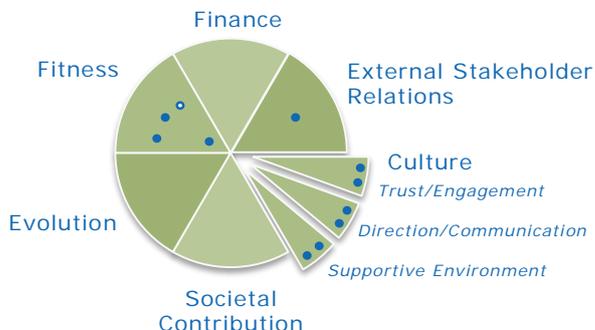
CTS Values Distribution – Here, votes for all values are grouped according to three major drivers: Self-Interest, composed of Levels 1, 2 and 3, Transformation at Level 4 concerning adaptability and employee participation, and the Common Good, made up of Levels 5, 6 and 7.



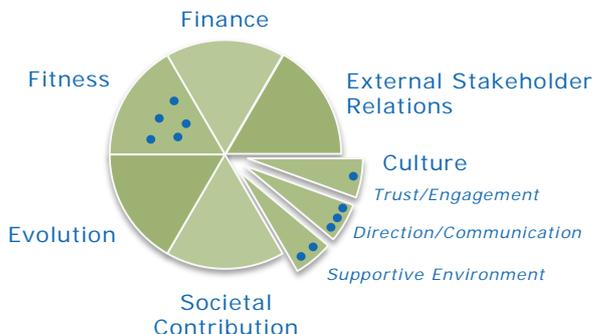
A slight misalignment between Current and Desired values distribution suggests that a need to shift attention to other areas. Most new positive focus is called for in the areas of Self-Interest, indicating a need to get back to doing the basics well.

Business Needs Scorecard (BNS) – The top Current and Desired values are displayed according to six key business indicators that can help guide strategy for ongoing success.

Current Culture Values



Desired Culture Values



		Current Culture	Desired Culture
	Finance		
	Fitness	competence professionalism bureaucracy (L) quality	competence quality professionalism safety efficiency
	External Stakeholder Relations	customer satisfaction	
	Evolution		
Culture	Trust/Engagement	commitment teamwork	commitment
	Direction/Communication	positive attitude listening	listening positive attitude humour/ fun
	Supportive Environment	compassion respect	compassion respect
	Societal Contribution		

Current Culture:

An issue has been highlighted, which impedes operational effectiveness.

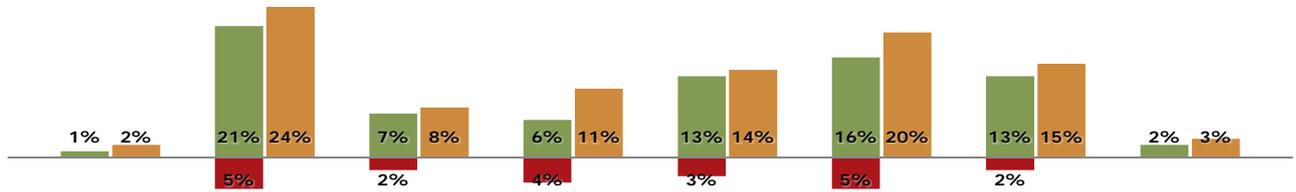
Desired Culture:

Customers want the business to improve performance and create more room for light-hearted engagements.

Note the gaps in the areas of Finance, Evolution, and Societal Contribution for both Current and Desired top values.

Are these gaps unconsciously addressed, blind spots, or next areas for development? What areas may require focus to promote the group's overall business success?

BNS Values Distribution – Viewing all the Organisational values according to their BNS category reveals where people see a need for greater strategic focus (note increase from green/Current to orange/Desired). The table shows the top values and jumps associated with the increased focus. Potentially limiting values reveal what is causing dysfunction in each area.



	Finance	Fitness	External Stakeholder Relations	Evolution	Trust/Engagement	Direction/Communication	Supportive Environment	Societal Contribution
Desired Values		competence quality professionalism safety efficiency			commitment	listening positive attitude humour/ fun	compassion respect	
Values Jumps	financial stability		customer influence	continuous improvement		wisdom ethics	employee health employee satisfaction	
Potentially Limiting Values		bureaucracy long hours internal competition empire building	lack of customer focus	short-term focus caution complacency	control silo mentality blame	confusion hierarchy information hoarding unethical	insensitivity job insecurity exploitation	

Positive Values - Current Culture ■ Cultural Entropy: Current Culture ■ Positive Values - Desired Culture ■

The biggest shift among positive values is requested in Evolution, which denotes a request to increase focus on the development of people, processes, products/ services, and ways of thinking.

Review the areas where the Cultural Entropy percentage is highest, to see what may be undermining the business' ability to utilise its full potential. Look at where change is requested and review the strategic plans of the business. How are these categories covered by existing activities, and what requires more focus? Consider which values in the table will help you address any concerns.

SEVEN LEVELS OF PERSONAL CONSCIOUSNESS



Distribution of Personal Consciousness

Individuals and organisations do not operate from any one single level of consciousness. They tend to be clustered around three or four levels. Individuals are usually focused at levels 1 through 5, usually with a particular emphasis at level 5.

Level 1: Survival

Level 1 focuses on physical survival and safety. It includes values such as financial stability, health, nutrition and self-discipline.

The potentially limiting aspects of this level are generated from fears around not having enough and not being able to survive. Limiting values include greed, control and caution.

Level 2: Relationship

Level 2 focuses on the quality of interpersonal relationships in an individual's life. It includes values such as open communication, family, friendship, conflict resolution, and respect.

The potentially limiting aspects of this level are generated from fears around not belonging and not being acknowledged. Limiting values at this level include rivalry, intolerance and being liked.

Level 3: Self-esteem

Level 3 focuses on an individual's need to feel a sense of personal self-worth. It includes such values as being the best, ambition, career focus, and reward.

The potentially limiting aspects of this level are generated from fears about not being enough in the eyes of others, and a lack of positive self-regard. Potentially limiting values include status, arrogance and personal image.

Note: there are no potentially limiting values in levels 4 to 7.

Level 4: Transformation

Level 4 focuses on self-actualisation and personal growth. It contains values such as courage, accountability, responsibility, knowledge, and independence.

This is the level at which individuals overcome the anxieties and fears they are holding onto from the first three levels of consciousness. It is also the level where individuals begin to find balance in their lives and source their decision-making from their values rather than their beliefs.

Level 5: Internal cohesion

Level 5 focuses on the individual's search for meaning. Individuals operating at this level no longer think in terms of a job or career, but of aligning their work with their personal sense of mission. This level contains values such as commitment, creativity, enthusiasm, humour/fun, excellence, generosity and honesty.

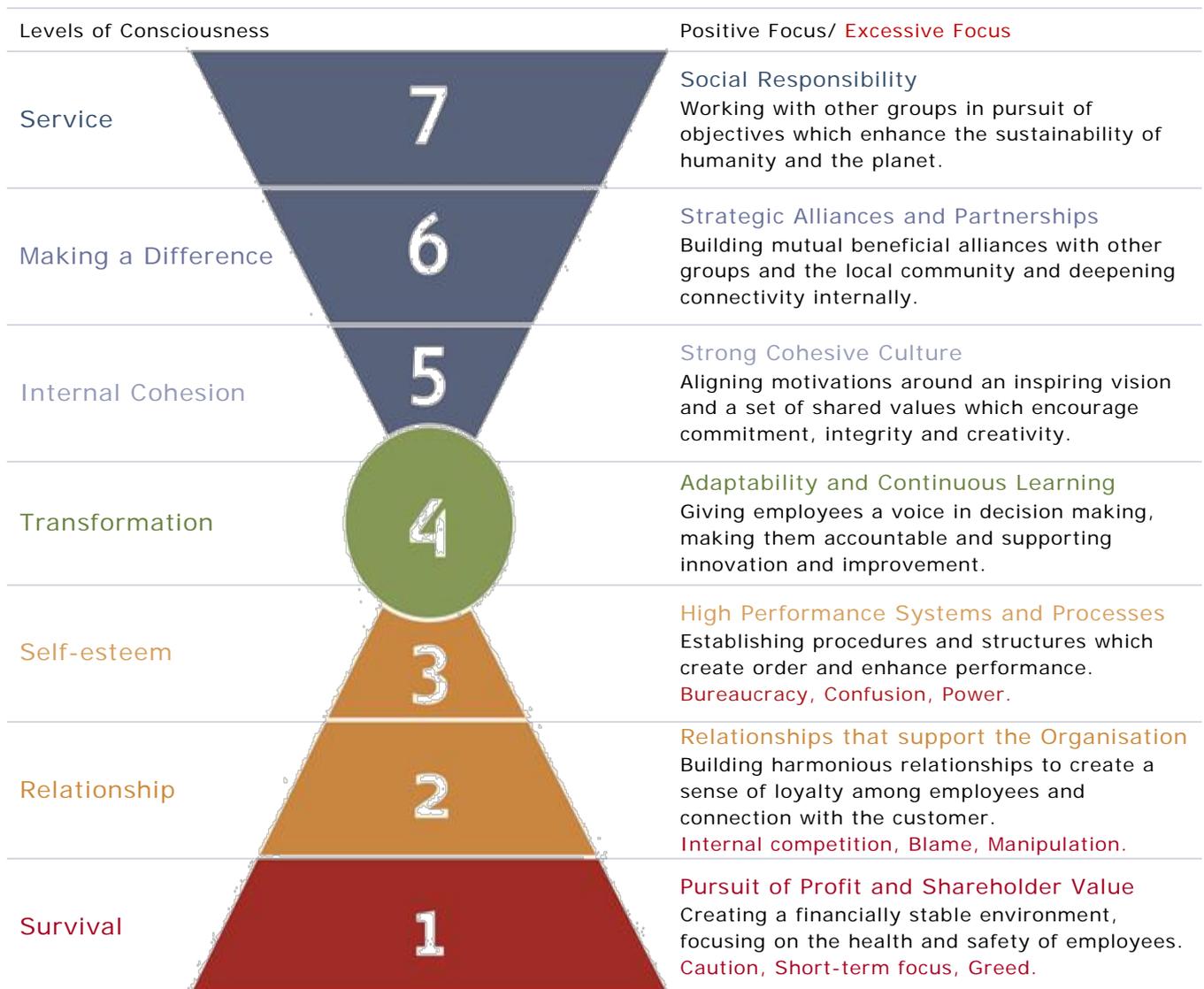
Level 6: Making a difference

Level 6 focuses on actualising the individual's sense of mission by making a positive difference in the world. Individuals operating at this level seek to cultivate their intuition as their principal means of making decisions. They also recognize the importance of working with others to leverage their impact on the world. This level contains values such as empathy, counselling, community work, and environmental awareness.

Level 7: Service

Level 7 is attained when making a difference becomes a way of life. It reflects the highest order of internal and external connectedness and shows up as self-less service to others or to a cause. Individuals operating at this level of consciousness display wisdom, compassion, and forgiveness, and are at ease with uncertainty. They have a global perspective. They are concerned about issues such as social justice, human rights and future generations.

SEVEN LEVELS OF ORGANISATIONAL CONSCIOUSNESS



DISTRIBUTION OF CONSCIOUSNESS

Many organisations tend to be focused in the first three levels of consciousness – Level 1: profit and growth, Level 2: customer satisfaction and employee recognition, and Level 3: productivity, efficiency and quality. The most successful organisations live values and behaviours that are distributed across all seven of the levels, showing Full Spectrum Consciousness.

LEVEL 1: SURVIVAL

Level 1 focuses on growth and survival. It includes values such as profit, organisational growth, employee health and safety, and shareholder value.

The potentially limiting aspects of this level are generated from fears about not having enough and not being in control. This leads to micromanagement, territorial behaviour, excessive caution and exploitation.

LEVEL 2: RELATIONSHIP

Level 2 focuses on the quality of interpersonal relationships between employees, and between employees and customers. It includes values such as open communication, conflict resolution, customer satisfaction, loyalty, and respect.

The potentially limiting aspects of this level are generated through fears around not belonging and not being acknowledged. This leads to rivalry, internal competition, manipulation, and conformity.

LEVEL 3: SELF-ESTEEM

Level 3 focuses on pride in performance, best business practices and effectiveness. Examples of values at this level include productivity, excellence, efficiency, professional growth, skill development, and quality.

The potentially limiting aspects of this level are generated through fears about not being enough, and low self-worth. This leads to arrogance, complacency, bureaucracy, and power seeking.

Note: there are no potentially limiting values in levels 4 to 7.

LEVEL 4: TRANSFORMATION

Level 4 focuses on adaptability and continuous renewal. It includes values such as accountability, employee participation, learning, innovation, teamwork, diversity, personal development, and knowledge sharing.

LEVEL 5: INTERNAL COHESION

Level 5 focuses on building a sense of internal cohesion in the organisation. It includes values such as trust, integrity, honesty, value awareness, shared vision, cooperation, fairness and generosity. The by-products of this sense of cohesion are enjoyment, enthusiasm, passion, commitment, and creativity.

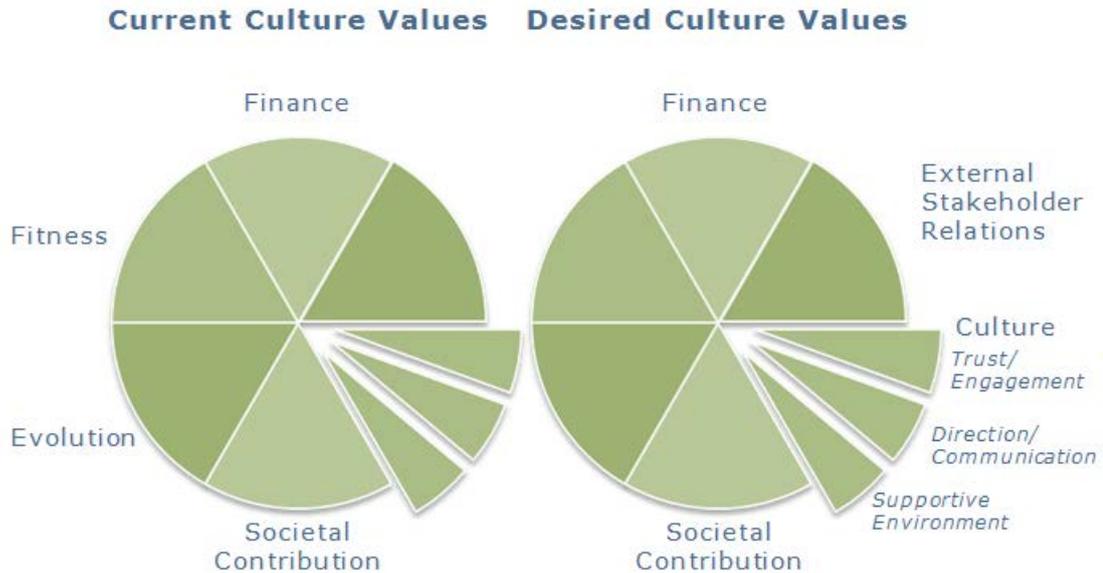
LEVEL 6: MAKING A DIFFERENCE

Level 6 focuses on deepening the internal connectedness and expanding the external connectedness. Inside the organisation it includes values such as mentoring, leadership development, and coaching. Outside the organisation it includes values such as strategic alliances, partnerships, customer and supplier collaboration, community involvement, environmental awareness, sustainability, and making a difference.

LEVEL 7: SERVICE

Level 7 takes internal connectedness to a deeper level and a more expanded external connectedness. Inside an organisation, it includes values such as wisdom, forgiveness, humility, and compassion. Externally it includes values such as social justice, long-term perspective, global perspective, ethics, and future generations.

THE BUSINESS NEEDS SCORECARD



While the Seven Levels Model examines values from a cultural perspective, the Business Needs Scorecard (BNS) places the values in a business context. By looking at the areas of current and desired focus, the BNS can be used to help guide an organisation's strategy for long-term success. These areas include:

FINANCE

Finance looks at economic health and financial growth with values and behaviours that have a direct impact on growth, the bottom line and investor interests.

FITNESS

Fitness focuses on performance, systems and processes. Values and behaviours here have a direct impact on performance, quality and the effective delivery of products/services.

EXTERNAL STAKEHOLDER RELATIONS

External Stakeholder Relations highlights relationships with customers and other external stakeholders. This area includes values and behaviours that have a direct impact on the relationship with customers, the market, suppliers, and other strategic partners.

EVOLUTION

Evolution covers innovation, group development and learning. Values and behaviours represented here have a direct impact on the development of people, processes, products/ services and ways of thinking.

SOCIETAL CONTRIBUTION

Societal Contribution indicates emphasis on social and environmental responsibility. Values and behaviours appearing in this area have a direct impact on the relationship of the organisation to the local community or society.

CULTURE

Finance looks at economic health and financial growth with values and behaviours that have a direct impact on growth, the bottom line and investor interests.

Trust/Engagement

Trust/Engagement relates to employees feeling empowered and able to contribute. This area includes values and behaviours that bring people together, build mutual confidence and encourage employees to participate.

Direction/ Communication

Direction/Communication shows focus on decision making and how people communicate. Values and behaviours that guide decision making and express how people communicate and exchange information are seen here.

Supportive Environment

Supportive Environment concerns employees feeling cared for and treated fairly. Values and behaviours in this area have a direct impact on how people are treated and looked after within the organisation.