Barrett Values Centre

Media Industry Overview

Prepared by

Barrett Values Centre

This industry overview is drawn up from the results of 36 assessments from 17 different countries.

The percentage numbers are calculated using a weighted average, in order to ensure each assessment is proportionately represented.

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Media Industry Overview

Level	Personal Values (PV)	Current Culture Values (CC)	Desired Culture Values (DC)
7			
6			
5			
4			
3			
2			
1			
	IRS (P)=8-2-0 IRS (L)=0-0-0	IROS (P)=1-1-6-0 IROS (L)=0-0-2-0	IROS (P)=2-3-5-0 IROS (L)=0-0-0-0

Matches

PV - CC 1

CC - DC 4

PV - DC 3
new requests

Cultural Entropy: Current Culture 19%

Personal Values (PV)		Current Culture Values (CC)		Desired Culture Values (DC)	
honesty	32% 5(I)	***teamwork***	25% 4(R)	***teamwork***	24% 4(R)
commitment	31% 5(I)	cost reduction (L)	19% 1(O)	***continuous improvement***	22% 4(O)
continuous learning	27% 4(I)	organisational growth	18% 1(O)	innovation	22% 4(O)
humour/ fun	26% 5(I)	results orientation	18% 3(O)	***creativity***	21% 5(I)
balance (home/work)	24% 4(I)	***continuous improvement***	17% 4(O)	coaching/ mentoring	21% 6(R)
creativity	23% 5(I)	customer satisfaction	17% 2(O)	***quality***	20% 3(O)
positive attitude	23% 5(I)	profit	16% 1(O)	**balance (home/work)**	20% 4(O)
adaptability	21% 4(I)	***quality***	16% 3(O)	employee recognition	19% 2(R)
family	21% 2(R)	***creativity***	15% 5(I)	**continuous learning**	19% 4(O)
respect	21% 2(R)	hierarchy (L)	15% 3(O)	**adaptability**	18% 4(I)

Black Underline = PV & CC
Orange = PV, CC & DC
Orange = CC & DC
Blue = PV & DC

P = Positive
L = Potentially Limiting (white circle)

I = Individual
R = Relationship
O = Organisational
S = Societal

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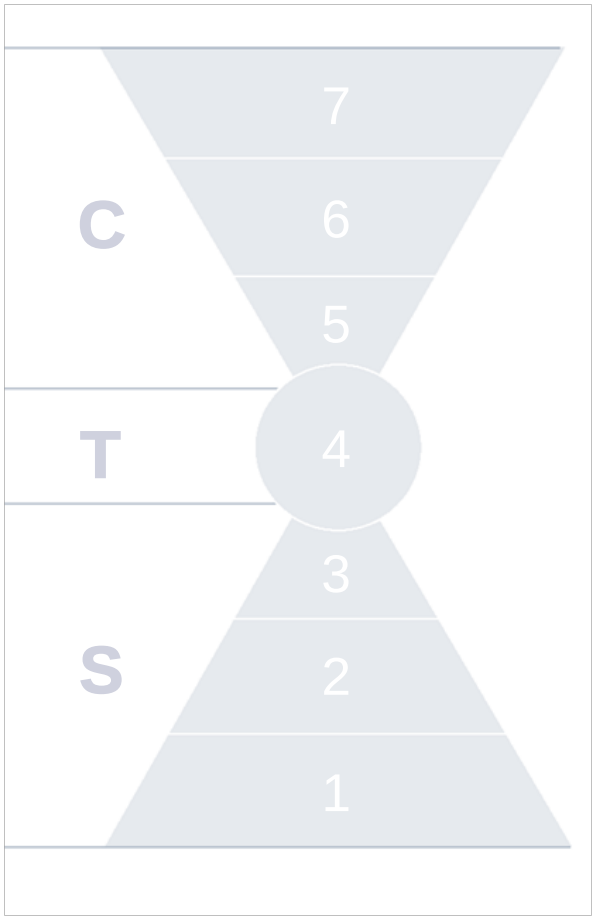
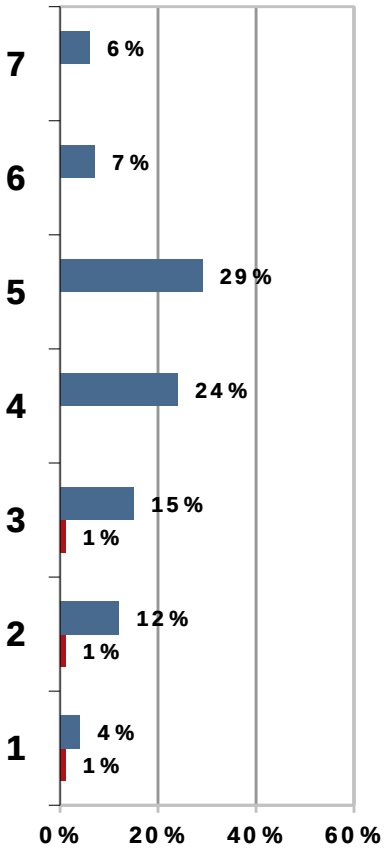
Media Industry Overview



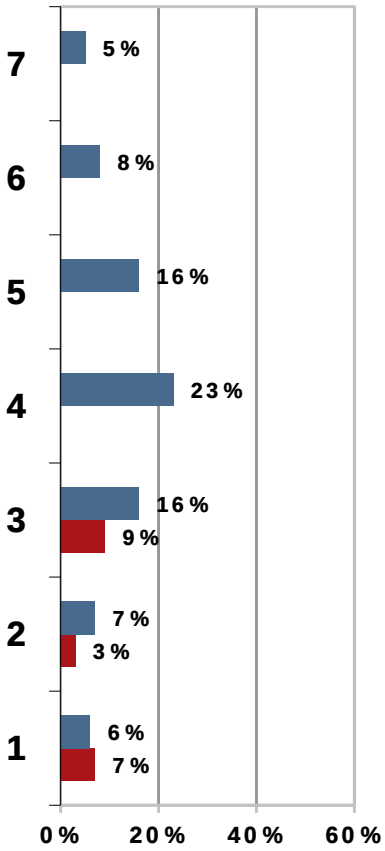
Personal Values



CTS = 42-24-34

Cultural Entropy = 3%

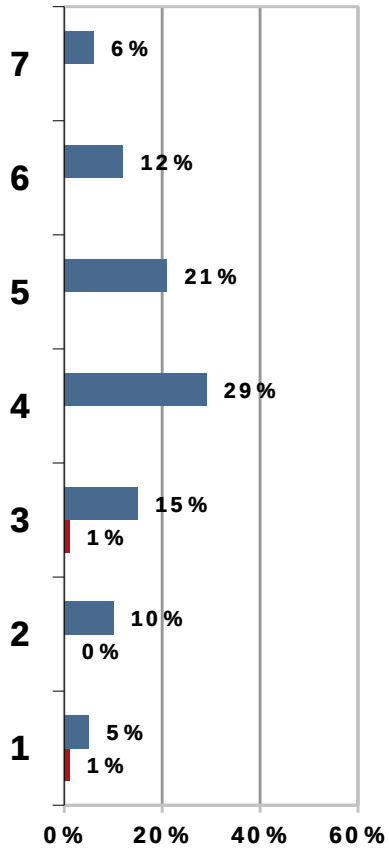
Current Culture Values



CTS = 29-23-48

Cultural Entropy = 19%

Desired Culture Values



CTS = 39-29-32

Cultural Entropy = 2%

C = Common Good
T = Transformation
S = Self-Interest

Positive Values
Potentially Limiting Values

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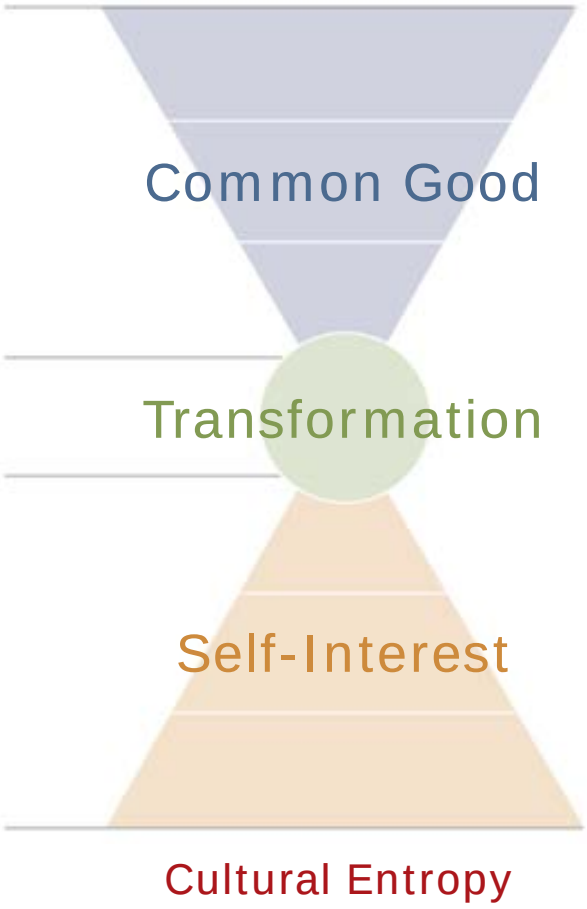
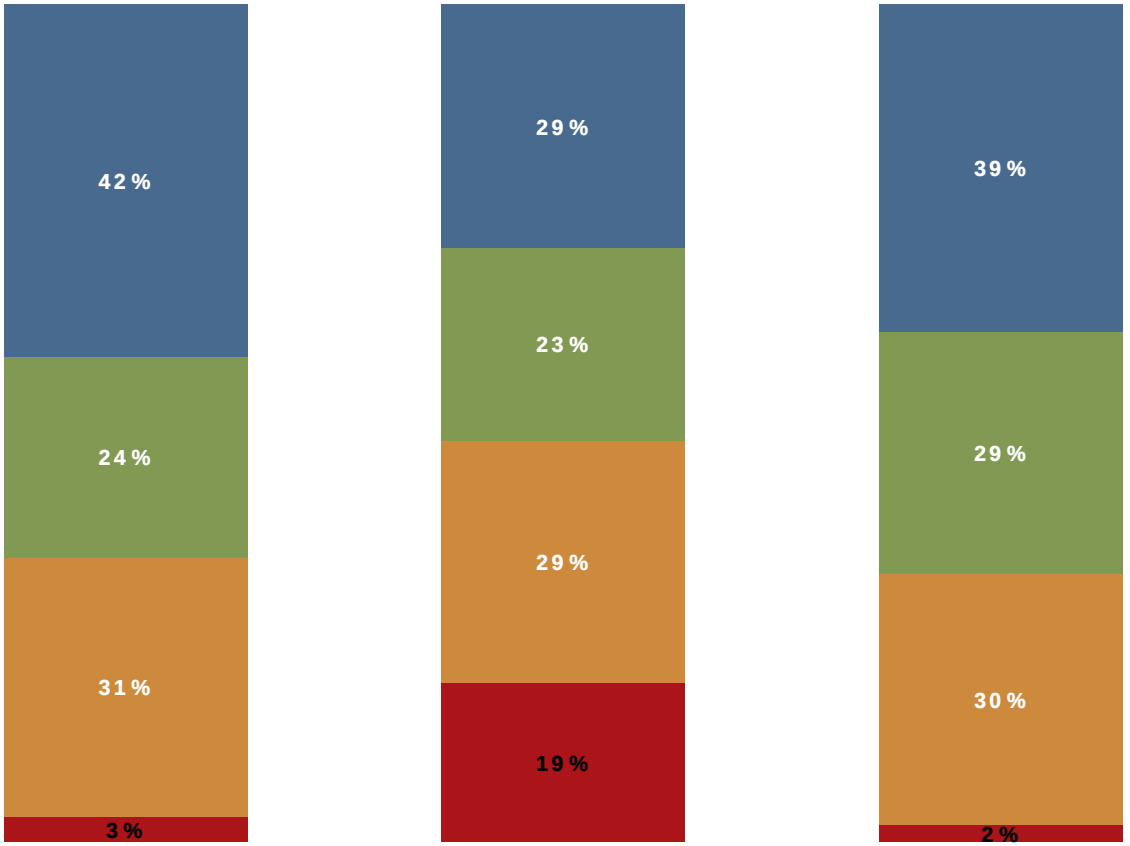
Values Distribution

Media Industry Overview





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Cultural Entropy Report

Potentially limiting values reflect the degree of disorder within a system and are found only at levels 1, 2 and 3.

This table depicts the weighted average percentage of votes for Current Culture potentially limiting values by level.

The table only shows values that received 5% or more of the overall weighted average votes.

Level	Potentially Limiting Values (Votes)	Cultural Entropy %
3	hierarchy (15%) bureaucracy (15%) long hours (13%) confusion (12%) silo mentality (9%) information hoarding (6%)	9% of total votes
2	internal competition (9%) blame (8%) empire building (5%)	3% of total votes
1	cost reduction (19%) short-term focus (11%) control (9%) caution (8%) job insecurity (6%)	7% of total votes
Total		19% of total votes

This level of Cultural Entropy score reflects issues requiring cultural or structural adjustment.

It is important to reduce the Cultural Entropy score to improve performance.

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Values Jumps

A value jump occurs when there are more votes for a value in the Desired Culture than in the Current Culture. Listed below are the values with the largest increase in votes. The values in bold are represented in the Desired Culture.

	Current Culture Votes	Desired Culture Votes	Jump
employee recognition	**7%**	**19%**	**12%**
coaching/ mentoring	**9%**	**21%**	**12%**
shared vision	3%	14%	11%
employee fulfilment	3%	13%	10%
clarity	3%	12%	9%
innovation	**13%**	**22%**	**9%**
long-term perspective	8%	16%	8%
adaptability	**11%**	**18%**	**7%**
professional growth	5%	12%	7%
open communication	11%	18%	7%
transparency	5%	12%	7%

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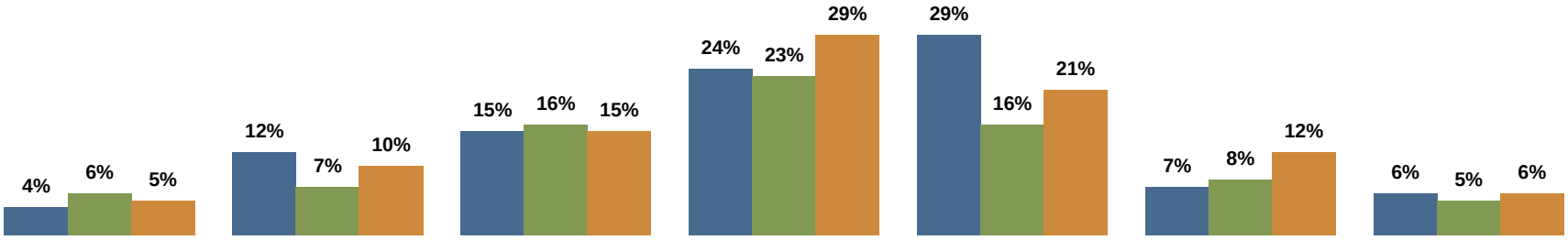
Values Jumps Table

Media Industry Overview

Positive Values Distribution

This diagram shows the percentage of positive values by level. The table indicates the top Desired Culture values and Values Jumps, at the levels where more focus is requested.



	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7
Desired Culture Values		employee recognition		teamwork continuous improvement innovation balance (home/work) continuous learning adaptability	creativity	coaching/ mentoring	
Values Jumps		open communication			shared vision clarity transparency	employee fulfilment	long-term perspective

Personal Values Current Culture Values Desired Culture Values

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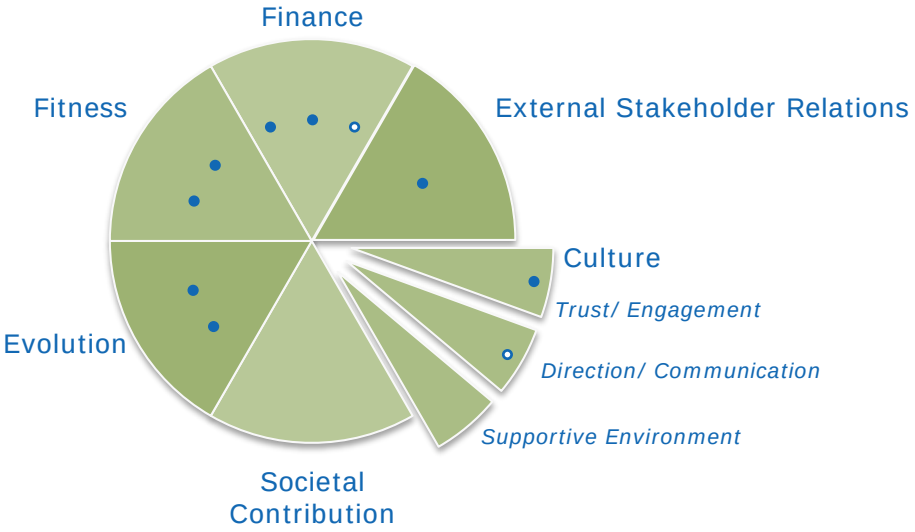
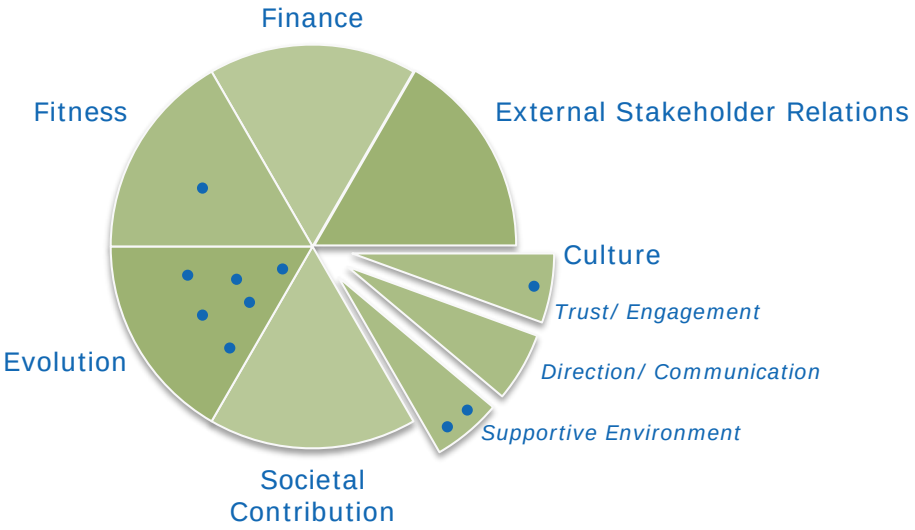
Media Industry Overview

Current Culture Values



Desired Culture Values



		Current Culture	Desired Culture
Finance		cost reduction (L) organisational growth profit	
Fitness		results orientation quality	quality
External Stakeholder Relations		customer satisfaction	
Evolution		continuous improvement creativity	continuous improvement innovation creativity coaching/ mentoring continuous learning adaptability
Culture	**Trust / Engagement**	teamwork	teamwork
	Direction / Communication	hierarchy (L)	
	Supportive Environment		balance (home/work) employee recognition
Societal Contribution			

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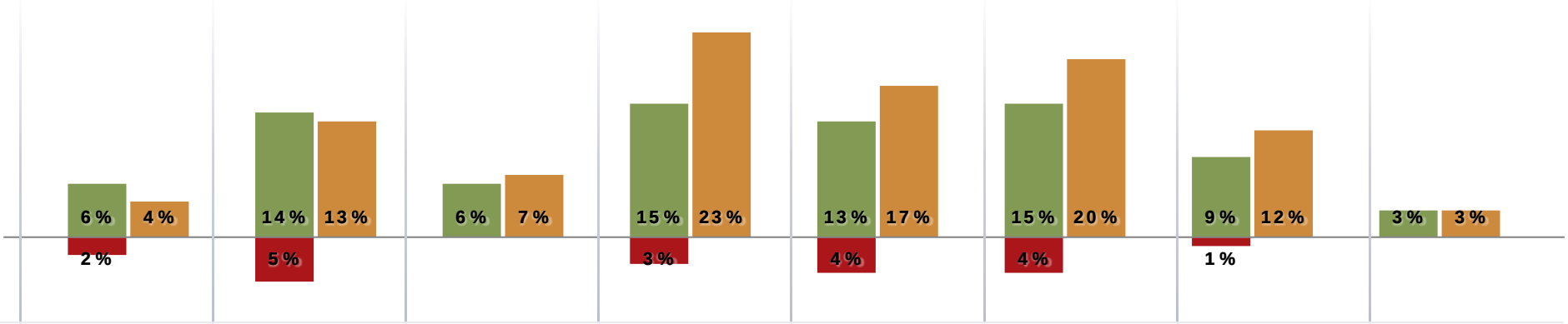
Media Industry Overview

BNS- Values Distribution

This diagram shows the percentage of all values across the BNS areas. The table indicates the top Desired Culture values and Values Jumps in the areas where more focus is requested, and all the potentially limiting values.



	Finance	Fitness	External Stakeholder Relations	Evolution	Culture: Trust/ Engagement	Culture: Direction/ Communication	Culture: Supportive Environment	Societal Contribution
Desired Culture Values				continuous improvement innovation creativity coaching/ mentoring continuous learning adaptability	teamwork		balance (home/work) employee recognition	
Values Jumps				long-term perspective professional growth	employee fulfilment	shared vision clarity open communication transparency		
Potentially Limiting Values	cost reduction	bureaucracy long hours internal competition empire building		short-term focus caution	control silo mentality blame	hierarchy confusion information hoarding	job insecurity	

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

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