

I want to generate new ideas by aligning our work based on shared values.



## VALUE MAPPING

LEVEL OF INVOLVEMENT

INSPIRED BY  
Nesta (2009) Worksheet 2a: Your Values. In: Creative Enterprise Toolkit.



FAIRLY SIMPLE, SELF ADMINISTERED TOOL  
needs relatively less time

# What is it & why should I do it?

What makes you do what you do? **Value Mapping** helps you answer this by enabling you to describe the values which are embodied in your personal work and in the wider organisation. These values are probably more influential than anything else in shaping what you do. They might be something that you take for granted, that you think is obvious, or that you've never actually articulated or written down. Defining these values however can be very useful when trying to explain your work to other colleagues and partners.

Once the values are defined, they can be shared and act as a common reference point that simplifies and speeds up decisions, whilst also ensuring consistency in the work that you do. This is a seemingly simple task, but one which can be hugely valuable when done properly - something this worksheet helps you to do. It can be especially useful to bring all team members on the same page during projects by having the team first make their personal value maps and then match these with each other.

## ? HOW TO USE IT

Start by individually writing down on a piece of paper or a series of cards, what you feel is most valuable for yourself as well as for the organisation. Think of these personal values as the things that make you feel truly alive and passionately committed to what you are doing in your organisation. For one person it might be things like helping others, for another it might be creativity or innovation, for someone else it might be honesty, ecological awareness or leadership. Write down a lot of them – even the ones that you are aware of but are less important to you.

When you have noted down a wide range of values (ten or more), place them in the relevant fields on the worksheet. Don't worry about getting it right first time – swap them around until

you have them in the right place. To focus your activities, have a maximum of five in the 'Always Important' column.

Ask your other team members to do the same. Once all their worksheets have been defined, these can be shared and agreed upon. Showing your completed worksheet to someone who knows you well and asking for their feedback helps to clarify what is important to you. Together you can establish what values are important to the organisation as a whole.

Always important	Sometimes important	Rarely important	Never important
INDIVIDUAL VALUES			
Always important	Sometimes important	Rarely important	Never important
ORGANISATION VALUES			

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