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## ‘Values’: An Invaluable Tool

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### What we will cover

- Why is this topic useful for you? Why are you here?
- What are ‘Values’?
- How can you use them?
- Exercise
- Other tips



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## Why is this topic so useful?

- Selling (People 'buy' people and what they can do for them)
- Managing/motivating people
- Making choices (e.g. recruitment, career next steps)
- Team building
- Understanding clients'/colleagues' motivation
- Coaching



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## An overview of human beings



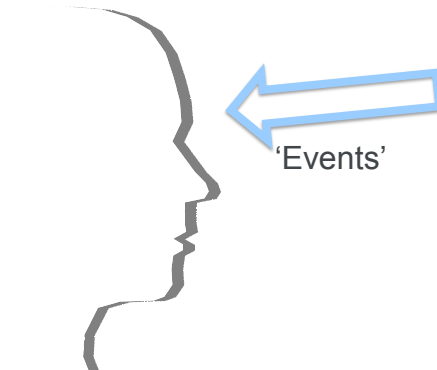
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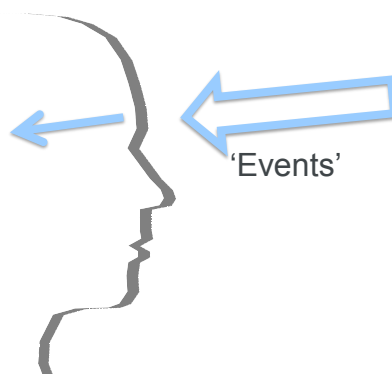
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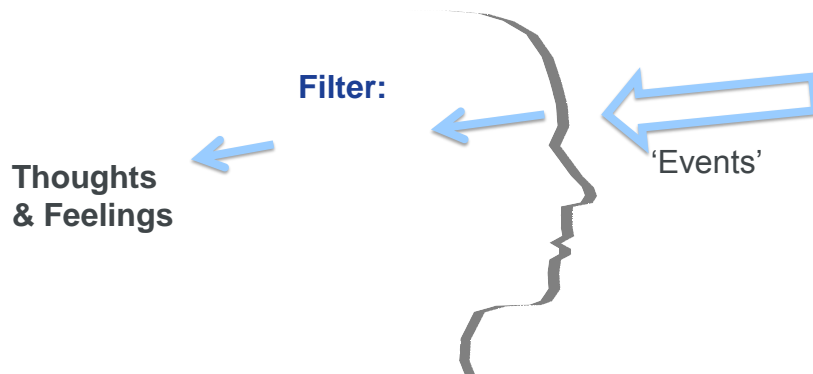


## An overview of human beings

**Filter:**



## An overview of human beings



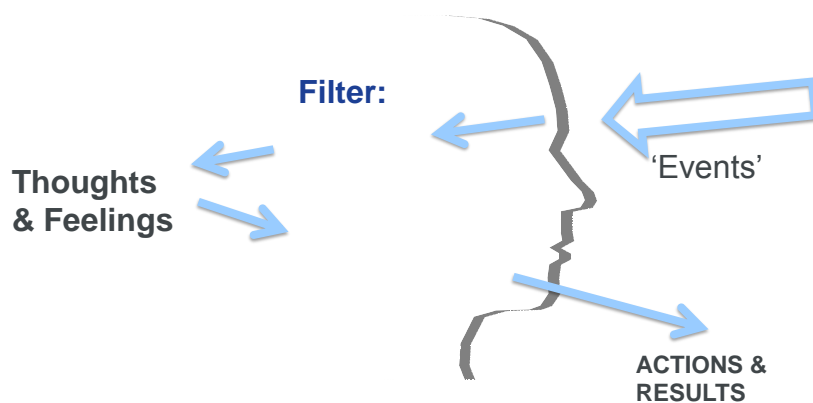
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## An overview of human beings



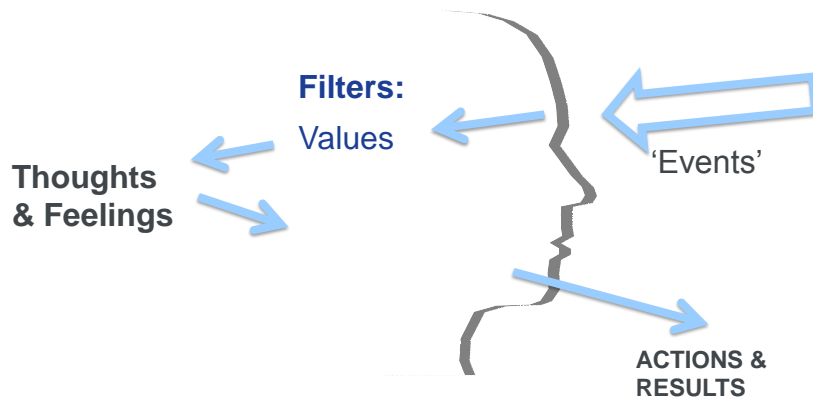
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## An overview of human beings



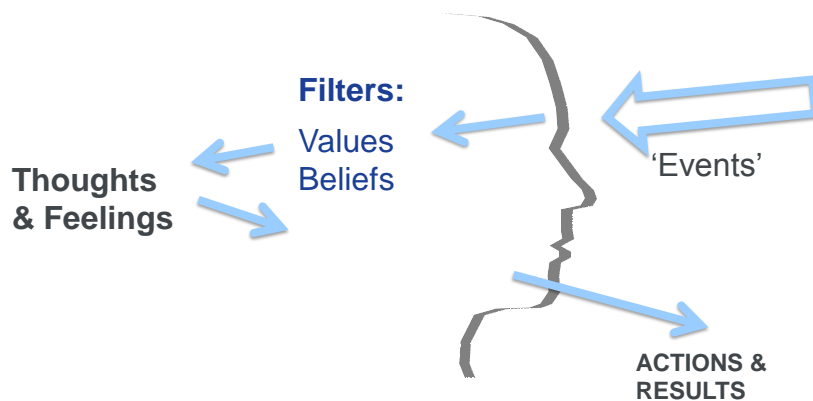
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## An overview of human beings



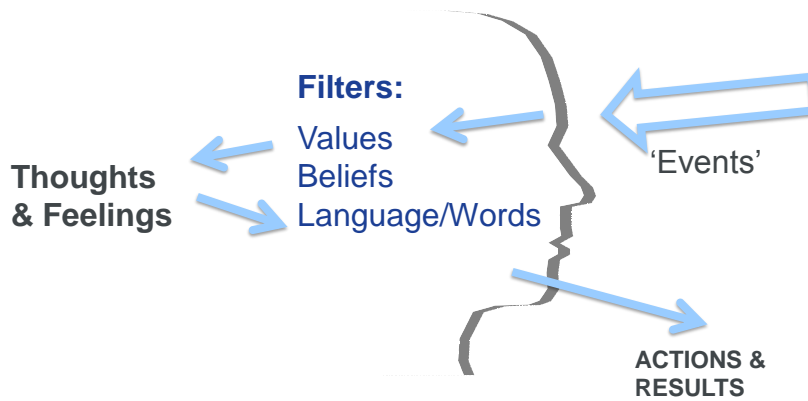
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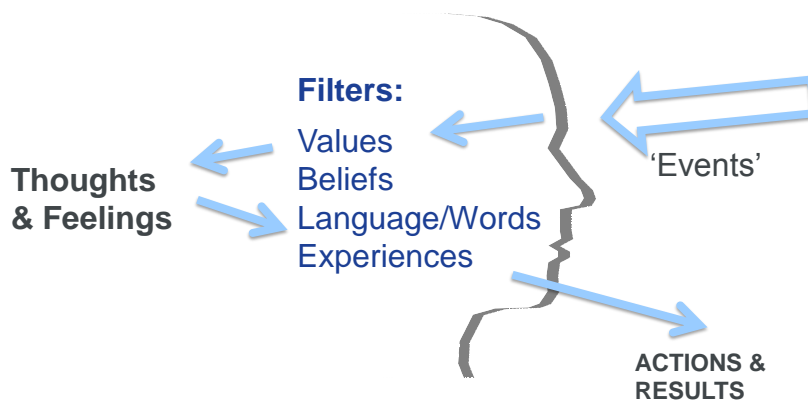
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## An overview of human beings



## An overview of human beings



## Values

### Some definitions:

- What's important to us, what we want or look for
- The things we move towards having/avoid not having
- Leads/causes us to have judgements on our or other people's behaviours

### Examples:

*Work:* variety; challenge; development; fun.

*Actuarial services:* approachable; responsive; clear.



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## Finding out someone's Values

3 steps:

1. Initial questions

a) Ask, "What's important to you about \_\_\_\_?", or 'What are you looking for/what do you want from a \_\_\_\_?'

b) If you had all these in a \_\_\_\_, would you want it or is anything missing?"

2. Rank. 1-8 or A (essential)/B (very important)/C (icing)

3. Test. 5-8 or 1-4. (B&Cs or A&Bs). Overall.



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## Some tips when finding out Values

- Stick to the script/process (N.B. common sense)
- Use the client's/colleague's words
- Don't engage in a conversation – find out the Values
- Don't suggest Values – find them out and be curious



## Exercise

- Pairs. Questioner and responder
- Questioner chooses whether they want to practice as a 'manager' or as a 'seller'. Responder complies.
- Follow the process, finding out what's important to the person about their career/work or what they're looking for in the goods/services they're looking to buy.
- 1 minute feedback from Responder
- Swap and repeat. **15 minutes in total**





## Questions, learnings, action points



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## ‘Criteria Equivalents’

i.e. The equivalent of the Value, what it means.

- Drill down to discover what the Values actually mean once you’ve ranked them
- e.g. “How do you know when someone *respects* you?” or “What has to happen for you to feel *challenged*?”



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## Questions?

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