‘Values’: An Invaluable Tool
Jeremy Lazarus
Director, The Lazarus Consultancy Ltd

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
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

An overview of human beings
An overview of human beings

Filter:

'Events'
An overview of human beings

Filter:

Thoughts & Feelings

'Events'

ACTIONS & RESULTS
An overview of human beings

Thoughts & Feelings

Filters:
- Values
- Beliefs

'Events'

ACTIONS & RESULTS

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An overview of human beings

Thoughts & Feelings

Filters:
- Values
- Beliefs
- Language/Words

'Events'

Actions & Results

Experiences
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.

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.
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

‘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?”
Questions?

Jeremy Lazarus
jeremy@thelazarus.com, www.thelazarus.com
020 8349 2929

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