

The McCann

# Window on Work Values Profile

## In brief

Values drive our decisions and determine our behaviour. We will spend a lot of energy preserving and defending our core work values and infringements of personal values can lead to terminal conflict in teams. For teamwork to be effective, it is critical that we understand what each person's working values are because these can influence our motivation and the way we approach our work.

The Window on Work Values Profiling system is suitable for all types and levels of groups and has been extensively researched specifically for the workplace. It offers important insights into how things actually get done in your organisation, helping you gain a better understanding of how you operate with others and how well you fit with the culture of your work environment.

A personal and team development tool, it helps you explore:

- ❖ the significance of shared values in teamworking
- ❖ the deep roots of personal motivation
- ❖ how values drive powerful behaviours
- ❖ the match or mismatch between individual and organisational values
- ❖ how to use values to create effective working
- ❖ how to appreciate and accommodate different views and values

## How does it work?

Each individual completes a 64-item questionnaire which is analysed by our expert software to produce a customised personal report describing a person's work value patterns in terms of eight core value types:

<b>INDIVIDUALISM</b>	focusing entirely on personal drivers
<b>COLLECTIVISM</b>	focusing on the group rather than the individual
<b>COMPLIANCE</b>	needing to work to an agreed set of rules and procedures
<b>EMPOWERMENT</b>	requiring autonomy and the opportunity to make an individual contribution
<b>AUTHORITY</b>	wanting to work with clear systems
<b>INDEPENDENCE</b>	valuing personal creativity and autonomy
<b>CONFORMITY</b>	avoiding extremes of action and conforming to external expectations
<b>EQUALITY</b>	focusing on the group as well as organisational freedom

The Profiles are always supplied by an appropriately qualified human resource professional who will guide you through the feedback process.

*"Where people are able to harmonise working values, they will generate the energy to deliver outstanding performance"*

*Dr Dick McCann*



The Window on Work Values Model

# What do you get?

The full colour 4,000 word Profile is professionally presented in a bound folder. Supplementary guidance, including sections to help you use it in the context of personal development and team development, is provided in a Profile Guide.

Each Profile contains:

- ❖ a clear overview of individual scores in each sector of the Window on Work Values model
- ❖ guidelines on understanding the model and interpreting scores
- ❖ a narrative report for each values area with practical information about how to interact with others who operate in a different way

## Window on Work Values Resource Kit

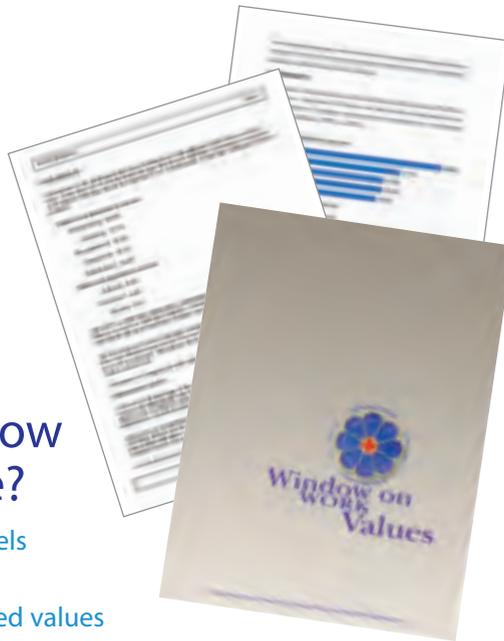
On the Accreditation Programme you will receive a special resource kit designed for use with the Profile to explore perceptions around the values of the organisation and the team. Together, the Profiles and resource kit create a rich and powerful approach to personal, team and organisation development.



## Applications

The Window on Work Values Profile, model and resource kit have been successfully used in:

- ❖ personal development
- ❖ coaching and mentoring
- ❖ team development
- ❖ organisational change
- ❖ cross-cultural working
- ❖ merged and newly formed teams
- ❖ conflict management
- ❖ partnership working
- ❖ action planning



## Why choose the Window on Work Values Profile?

- ❖ can be used with all types and levels of teams
- ❖ highlights the significance of shared values in teamwork
- ❖ shows individuals what really motivates them about how they work
- ❖ helps people appreciate and accommodate each other's views
- ❖ demonstrates how to apply individual values to real work issues
- ❖ provides feedback on the match between personal values and organisational culture
- ❖ provides a language to communicate values to others
- ❖ enables teams to develop values-based ground rules and a team charter

*"Especially useful for one-to-ones and groups with a genuine desire for synergy"*

*Leadership Development Consultant,  
Bradford & Bingley plc*

The Window on Work Values Profile has been created as the result of extensive and ongoing research into high performance teamworking. Our research institute is continually updating our extensive norm database to provide international benchmarking data for different industry groups. A full and objective review of the Window on Work Values Profile by the British Psychological Society can be viewed on their website.