INTEGRITY

VALUE THE VALUES

DEVELOP INTEGRITY THROUGH THE RESEARCH OF PERSONAL VALUES AND REMINDER OF ETHICAL CHOICES WHEN IT COMES TO CREATE A NEW BUSINESS

The goal is to learn responsibility and a strong work ethic, which can be explained as motivation to get things done, enthusiasm, and dedication to work.

This activity has been designed to raise awareness of the importance of personal and professional values in order to start one's own business. This is an introspective exercise with the aim of helping participants understand their own beliefs and values, and whether their business and actions match up to them.

Advice: Facilitators should understand the concept of values, and be able to explain mind mapping. The social enterprise or other ideas to be discussed can be devised during the activity or taken from other toolkit activities, and can be real or imaginary.

Instructions:

Group size: 5-40 participants; time: 100 min; materials: 2 sheets of paper per participant, pens, pencils, flipchart sheets.

Preparations: Read through the instructions so that you have an overview of the whole activity and give each participant 2 sheets of paper and a pen.

- Ask the participants to write down 3 significant activities of the real or imaginary enterprise in the last 6 months. (10 min);
- Each participant folds the paper and puts it in their pocket;
- Ask the participants to fold the second paper in 8 even parts and to write on each part one important personal value (15 min);
- Now, ask the participants to reflect on their choices and remove values one by one in order of importance, from 'least' to 'most' important until only one remains;
- Then, put them in a list, respecting the order in which they were removed - the result will be your personal values at this moment (10 min);
- Ask the participants to compare the first list (activities) with the second list (values) and ask if there is coherence between them. If not, ask what could be done in order to match their activities and values of the enterprise (10 min);
- Divide the participants into teams. The task is to create a mind map reflecting the core values of the chosen enterprise (20 min);
- Ask the group to come back together and ask everyone to reflect on whether the chosen social enterprise reflects the core values of each member (15 min).

Reflection in the learning community: Facilitators should first ask for brief feedback on the activity, asking how people enjoyed it and what they have learned from it. After this, discuss whether the game has been thought provoking for the participants. Encourage them to express their personal opinions and feelings, e.g. to become self-conscious and aware of the importance of relating personal values to business ideas. Communicate and negotiate around the question: "Do personal values match entrepreneurial and business values?

- If yes = Great! Let's go deeper!
- If no = what should the team do?"

Ask the participants to reflect about how important their values are and why they are important for their proposed business.

Tips for facilitators

Encourage participants to share ideas and opinions.
One person per team should share his/her values with the whole group, to initiate discussion.
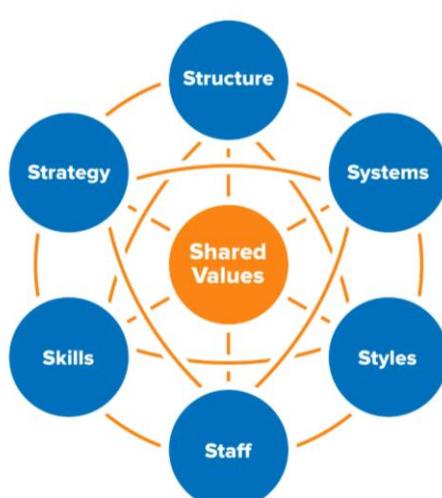The facilitator should prevent judgemental arguments developing.
To stimulate self-evaluation, the facilitators ask questions such as:
- How do you feel at the end of this activity?
- Have you ever thought about your personal values in this way?
- How important are your personal values for your enterprise?

Finally, if there are problems or misunderstandings, the facilitators can provide clarification.

Optional: to facilitate discussion on shared values and organization work, share **McKinsey 7-S Model** with participants and suggest looking at their shared values: are they consistent with the structure, strategy, and systems of their supposed enterprise? Do soft elements (values, skills, (leadership) style, and staff) support the desired hard elements (strategy, structure and system)? If not, what needs to change?
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