



Values in Business

The Cultural Transformation Tools[®]

"The Cultural Transformation Tools are a set of tools that provide measurement of people, teams, organisations, even cities, to help understand values, culture, consciousness and motivation". Richard Barrett, Founder and Chairman, Barrett Values Centre

The Cultural Transformation Tools have been used to map the values of over 1000 organizations in 55 countries since 1997, and are available in 19 languages. More than 2500 Organization Development (OD) consultants, coaches & facilitators and Human Resource (HR) professionals from 68 countries have been trained in the use of the Cultural Transformation Tools.

What Are Values and Why Are They Important?

Values are deeply held principles that people hold or adhere to when making decisions. Individuals express their values through their behaviours.

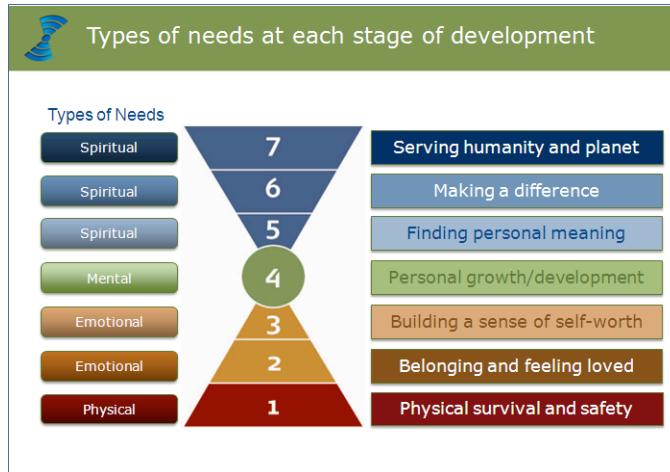
Organisations express their values through their working culture. Research shows that there is a strong link between performance and the alignment of an organisation's operating values to the employees' personal values. Who you are and what you stand for is becoming just as important as the quality of products and services you provide.

Measurement Matters

Traditionally intangibles such as culture and values have been difficult to measure and, therefore, have not been included as part of the business manager's scorecard or the dashboard of key performance indicators. In 1997, an innovative set of assessments that map the values of individuals and organisations was developed called the Cultural Transformation Tools (CTT). The CTT assessment is a detailed diagnostic report of an organisational culture and a roadmap for continuous improvement. The Cultural Transformation Tools are based on the Seven Levels of Consciousness model. These powerful diagnostic tools allow organisations to compare the alignment of the personal values of the employees with those of the current culture of the organisation, and those of the current culture with the desired culture.



Values in Business



What CEOs Are Saying About the Cultural Transformation Tools

"When I reflect on what makes an outstanding organisation, I keep coming back to the effectiveness of our people individually and collectively. Our responsibility as leaders therefore is to enhance, harness and direct the capacity and energy of our people towards virtuous and valuable ends. Long-term success has to have a solid foundation built on principles and values that act as a centre of gravity. In business you get what you target, design, measure, provide incentives for and are passionate about. This applies equally to principles and values, which need to be nurtured and directed through an effective whole systems approach and values-management framework. This is exactly what Richard Barrett provides in *Building a Values-Driven Organization*. As an active and experienced user of Richard Barrett's Cultural Transformation Tools, I commend his ideas and frameworks to anyone who is committed to a values-based approach and to long-term sustainable success."

John McFarlane, Chief Executive Officer, ANZ, Melbourne, Australia

For training and general information about CTT contact:

Chris Monk, Founder, Values in Business Ltd

Office (UK): +44 (0) 1395 274598 Mobile: +44 (0) 7793 200604

Email : chris@values-in-business.net

Website : www.values-in-business.net