

The Values Aligned Organisation Award

FRAMEWORK

Levels Of Alignment	Description of Criteria	Benefits
PURPOSE Why your organisation exists	Clearly articulate why your organisation exists above and beyond the obvious of making a profit or shareholder return. How does it serve its stakeholders?	Enables people to align their personal values to a greater purpose
IDENTITY How you wish to be seen and known in your chosen market	<u>Identify your lead and supporting strategies:</u> Customer intimacy - The People Product development - The Game Operational Excellence - The Business	A clearly identified strategy aligns decisions and behaviours
VALUES The values on which your culture is known to operate and through which you align your culture to your strategy and purpose	Control values Relational values Development values <p style="text-align: center;">For senior management</p> ----- Control values Relational values Development values <p style="text-align: center;">For staff</p>	Enables your people's highest shared personal values to align with the company strategy
CAPABILITIES What your organisation needs to be capable of in order to deliver on its three strategic endeavours of Operational Excellence, Customer Intimacy and Product Leadership	1. Customer Intimacy - KPI Identify the key capabilities required of your organisation to deliver Customer Intimacy 2. Product Leadership- KPI Identify the key capabilities required of your organisation to deliver Product Leadership 3. Operational Excellence- KPI Identify the key capabilities required of your organisation to deliver Operational Excellence	Ensures the necessary capabilities exist to carry out the business strategy
BEHAVIOUR The job description roles and contracts that specifically deliver the three strategic streams	Individual job descriptions Each person's job description has been aligned by each individual with their personal values	Increases employees' discretionary efforts and engagement
ENVIRONMENT Your constraints and competition	Context What market are you in? Constraints Risk management documentation Competition analysis SWOT analysis	Enables alignment analysis to be extended to external factors

For more information on aligning values in your organisation contact Values AT Work:

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