

## Module Two – Work Values and Purpose

### Work Values and Purpose

#### Values

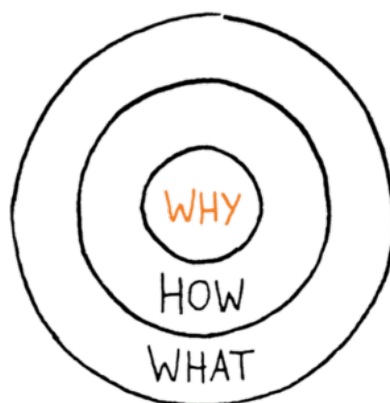
- An organisation's values set the tone for the workplace culture, they help you make decisions and they pinpoint what the company cares about.
- Research shows that companies with an authentic set of values that are consistent with employees' values are more productive and have greater teamwork.
- Does your company have a published list of values?
- What matters most to your company?
- Where does your company invest its resources?
- Are the values authentic or espoused?



#### Purpose

[Start with Why - Simon Sinek](#)

Full version is in Additional Content on the [YPN Leadership Development Program Page](#)



#### The Hedgehog Concept

The Hedgehog Concept was originally based on an ancient Greek parable which stated, "The fox knows many things, but the hedgehog knows one big thing." Business researcher and consultant, Jim Collins, used this concept as a metaphor for business in his influential book, "Good to Great."

The concept is used in businesses to help them find the thing they are best at.

# Personal Values and Purpose

## Values

Fourteen career values have been identified:

- Work relationships
- Prestige
- Creativity
- Altruism
- Variety
- Autonomy
- Work-life balance
- Performance
- Influence
- Financial reward
- Self-development
- Structure
- Working conditions
- Security

## Questions to Consider

- Have you explored your work values?
- Are they aligned with your personal values?
- Are your Work Values being fulfilled?
- If not, what can you do in your role to better align your work values?

## Purpose

The following statement can be used to help you develop your personal why:

'To \_\_\_\_\_ So that \_\_\_\_\_',  
(Contribution) (Impact)

Contribution – what do you want to do and contribute.

Impact – What will be the impact of your contribution.

## Questions to Consider

- Have you discovered your Why?
- If not, do you see value in discovering your Why?
- What impact has this had on your career?

## Your Hedgehog

Using the hedgehog concept to help find your purpose and values.

