

# LOST IN TRANSLATION

## The disparity between values and behaviours

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Many organisations invest great energy and enthusiasm into defining and communicating their shared values. Often following the initial fanfare however these laudable and lofty ambitious statements do not translate into the tangible, real world environment. The aspirational values are often diluted and sometimes undermined by the actual behaviours on the ground which can lead to disengagement and cynicism.

## EFFECTIVE TRANSLATION REQUIRES FOCUS

By providing a structured approach Impact can help you translate and bring your values to life. By using a participative workshop we help teams articulate what their values mean in a frontline context and how this translates into behaviours and ways of interacting within the team and with other stakeholders.



**Mike Giffin**

Director of Business Psychology

*"The power of inspiring and compelling values statements can only be fully realised when there are clear connections with the behaviours they encourage and reinforce. Our focused approach allows teams to develop this linkage in ways that are meaningful to them to ensure their values are brought to life"*

## AT A GLANCE

### THE PACKAGE

- 3.5 hour workshop
- Working sessions to support translation of values into behaviours

### COSTS

- £1,250 + VAT\*

## WHAT WILL IT DELIVER?

- A current state snapshot of how the team perceives the values are being lived – what's working well and where there are issues
- A clear articulation of the behaviours required (and those not required)
- A definition of what needs to be in place to reinforce the positive behaviours and ways of challenging an addressing the inappropriate ones
- A description of barriers and enablers
- Clear next steps

**Impact.**  
Psychology  
for Business