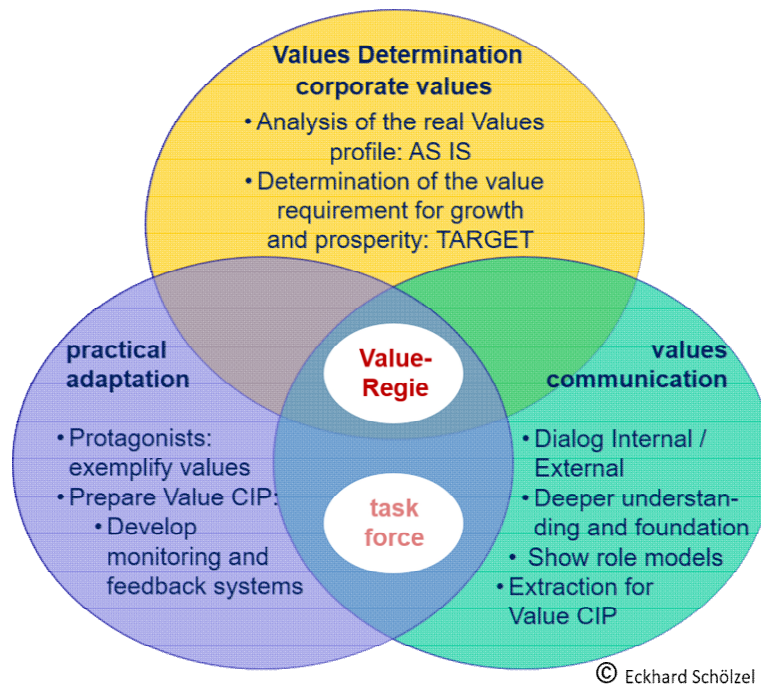




## Portfolio and Offer Leading via Values



### Values determination

1. Analysis of the real Values profile
  - a. Corporate Values:
    - i. Document analysis: annual report, key speeches, publications, management, and corporate principles, organization manual
    - ii. Interviews: Key persons, supervisory boards, stakeholders
  - b. Personal Values:
    - i. VMI Values profile: Values bearer: executive management/executive boards, executives, task force<sup>1</sup>: group profile(s)
2. Workshop Values statement of the company and overall process planning based on this analysis: management/executives, executives, task force

### Practical adaptation

1. Values orientation of executives (coaching, VMI Values profile)
2. Updating of processes and standards (coaching, consulting)
  - a. Analysis and update workshops for the organizational units: Objectives, measures, monitoring and feedback systems: Head of department + high performer in the team
  - b. Alignment CPMP in organizational units: Head of the department + team as a whole
3. Use of the internal task force during ongoing operations in an advisory or ombudsman function
4. Reinforcement of exemplary Values practice (feedback system)

### Communicating Values

1. Communications plan: Workshop Management, Corporate Communications
2. General internal and external communication
3. Qualification of the "Values bearers" (managers, task force): a Deeper understanding of Values, Values consensus and Values anchoring (foundation); conducting discussions in individual and team reviews, resolving Values conflicts. Training for executives, task force

<sup>1</sup> Task force: cross-hierarchical, suitable managers and employees



## Benefits

You can order our services for the "Connected Link" as a **basic package** in a test volume that benefits you. With further services (consulting, coaching, workshop design), you can continue our cooperation if you are satisfied with our work.

## Details in particular

### Values determination

#### Basic package: Analysis of the real Values profile

- a. Corporate Values:
  - i. **Document analysis: Up to 30 text pages** from the annual report, key speeches, publications, management, and company principles, organizational handbook (optimal: 50 pages)
  - ii. **Three interviews á 1 hour** with key persons, supervisory boards, stakeholders (optimal: 5-10 interviews)
- b. Personal Values:
  - i. **VMI Values profiles for three exposed Values carriers** (management/executive board members, executives, task force) **incl. 3 hours of exploration coaching each** (optimal: VMI Values profiles for all executive management/executive board, task force and 1st level executives)
- c. **Result report incl. group profile evaluation and evaluation discussion** (except personal and confidential details)

**Expenditure for basic package:** 10 working days incl. profiles

#### Workshop Values Statement

- d. Workshop Values statement of the company and overall process planning: executive management/board members, executives, task force  
With the workshop for finding Values, the analysis results can be further processed into the Values statement of the company.

### Practical adaptation

1. Values alignment of executives and top performers (coaching, VMI Values profile)
2. Updating of processes and standards (process support, consulting)
  - a. Analysis and update workshops for organizational development: goals, measures, monitoring and feedback systems: Head of department + high performer in the team
  - b. Alignment CPMP in organizational units: Head of the department + team as a whole
3. Use of the internal task force during ongoing operations in an ombudsman function
4. Reinforcement of exemplary Values practice (feedback system)
  - These follow-up services must be determined in a company-specific view.

### Communicating Values

1. Communications plan: Workshop Management, Corporate Communications
2. General internal and external communication
3. Conducting conversations for a deeper understanding, consensus on Values, and anchoring Values (foundation) in individual and team discussions, resolving Values conflicts. Training for managers and task forces
4. Moderated workshops for the foundation of the Values code in the organizational units, recruitment of the employees for the Values CPMP and process planning: executive and team
  - These follow-up services must be determined in a company-specific view.