

Product Specification: CVH

Core Values and Human Resources – How values support a healthy organisational culture

Overview

The Clearly defined core values are at the centre of a healthy corporate culture.

The more work you put into defining what your organisation stands for and how you expect your staff to behave, the more your brand will grow in stature and performance.

Strong values provide an ethical code of behaviour that influences staff, suppliers and customers. When employees share a brand's core values they are more likely to feel content, empowered and fulfilled. Shared values can shape a behavioural framework that enables an organisation to realise its brands vision and achieve its true purpose. If you do not clarify and communicate these values, they may become diluted and compromise the qualities that made the organisation successful in the first place.

This course will help you communicate values that are clear and relevant to each employee at every stage of their relationship with the organisation

Who Should Attend?

- HR or recruitment professional
- Business owner or entrepreneur
- Director, senior executive
- Marketing professional concerned with in employee performance



Learning Outcomes

1. What are values and why they matter to HR?
2. Where values come from and how they link to a healthy culture
3. The four types of values
4. Systems for understanding values, from Abraham Maslow to Clare Graves
5. Exercises to help you uncover and define your core values
6. Choosing values to deliver behaviours
7. Adding personality to your core values
8. Writing a 'Core Values Statement'

Symposium Training Contact Details

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Sample Programme

9:30	Registration and Coffee
10:00	Session 1: Introduction to Core Values <ul style="list-style-type: none">▪ Why do we need values▪ What are values▪ Values systems▪ Industry sector and country values
11:00	Morning Refreshments
11:15	Session 2: Values – Creation <ul style="list-style-type: none">▪ Leaders personal beliefs and values▪ Company values health check▪ Four types of organizational values▪ Identifying your values
12:30	Lunch and Discussion
13:15	Session 3: Behaviours – Implementing Values <ul style="list-style-type: none">▪ Adding personality to your values▪ Assigning behaviours to values▪ Behaviours on four levels – body, mind, heart and soul▪ Role models – brand champion and brand ambassadors
14:30	Afternoon Coffee
14:45	Session 4: Culture – sustaining values <ul style="list-style-type: none">▪ Communicating your values – storytelling▪ Living the values – touchpoints and brand experience▪ Recruiting on values▪ How values support the employer brand
15:45	Conclusions and Action Planning
