

THE VALUES BLUEPRINT



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5 Strategies to Ensure Values-
Aligned Organizational Impact

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ABOUT THIS WORKBOOK

Want to uncover the key to unleashing unparalleled success for your organization? It's all about values! Within this guide, you'll learn five strategies to transform your team's objectives from mere abstract goals into potent catalysts for change, firmly grounded in your core values.



Dive into the world where aligning your organization's shared values with your strategic aims ignites a surge in motivation, engagement, and responsibility.

Whether you operate in the realm of education, nonprofits, or any other outcome-focused sector, this guide will equip yourself and your team with the knowledge and practices to craft a profound impact and cultivate a culture of collective purpose throughout your organization.

“Be yourself: everyone else is taken” – Oscar Wilde



Hi, I'm Amanda.

My passion lies at the intersection of high-quality professional learning, strategic planning and problem solving, and program evaluation for continuous improvement.

In other words, I facilitate the capacity of individuals and organizations to achieve their goals – as guided by their personal and collective **values**.

So, it's all about the values you say?

Yes! Values describe a person's principles or standards of behavior, or one's judgment of what is important in life. Here are a few examples of values that may reflect you or those you work with.

Take a few minutes and circle the **3 values** that align with you both personally and professionally:

Integrity

Adhering to a strong moral and ethical code, being honest and upright in one's actions and decisions.

Respect

Treating others with consideration, courtesy, and recognizing their worth and dignity.

Empathy

The ability to understand and share the feelings of others, showing compassion and support.

Accountability

Taking responsibility for one's actions and their consequences, both positive and negative.

Innovation

The process of creating and implementing new ideas, products, or methods to drive progress and improvement.

Collaboration

Working together with others to achieve a common goal, often involving communication and teamwork.

Kindness

Demonstrating benevolence, goodwill, and a friendly disposition toward others.

Adaptability

Being flexible and open to change, able to adjust to new circumstances and challenges.

Courage

The ability to confront fear, pain, danger, or uncertainty with bravery and determination.

Honesty

Truthfulness and sincerity in communication and actions, avoiding deceit or falsehoods.

Responsibility

Fulfilling one's duties and obligations, both personally and in various roles or positions.

Gratitude

Feeling and expressing appreciation for the kindness and help of others, as well as for life's blessings.

Self-discipline

The ability to control one's behavior, emotions, and desires in pursuit of goals or values.

Open-mindedness

Being receptive to new ideas, perspectives, and experiences, and willing to consider them without prejudice.

Independence

The capacity to think and act autonomously, without excessive reliance on others.

Now write those 3 values at the top of the next page.

My Top 3 Values

01

02

03

The research is clear – values play significant roles in shaping individual behavior, relationships, and societal norms¹.

Personal and collective values serve as the foundation for the success of educational and nonprofit organizations². They guide decision-making, foster collaboration, and ensure that the organization remains true to its mission and principles.

When values are integrated into the organization's culture and strategic planning, it not only enhances its ability to achieve its goals but also strengthens its impact on the communities and causes it serves³.

But the opposite is also true. Organizational goals are less likely to be achieved if they are NOT aligned with the values of individuals and teams. Common challenges to this misalignment include lack of motivation, resistance and pushback, low engagement and productivity, and employee turnover.

Yikes!

What follows are five critical ways values positively impact organizational success, and actions you can take for each to cultivate lasting change and foster a culture of purpose among all those you serve.

1. Alignment and Clarity

Why is it crucial to align personal and collective values with your organization's mission, vision, and goals?

✓ *Personal Alignment*

When educators and nonprofit employees set goals in alignment with their personal values, they have a clear and compelling reason to pursue those goals¹. This clarity increases their commitment and determination to achieve them. For example, an educator who values inclusivity is more likely to persist in creating an inclusive classroom because it resonates with their deeply held beliefs.

✓ *Organizational Alignment*

Goals that reflect collective organizational values serve as a beacon, guiding employees in the same direction². This shared alignment reduces conflicting priorities and fosters a unified effort toward achieving common objectives. For instance, when an organization values community engagement, setting goals in this area ensures that everyone is working toward the same outcome, increasing the likelihood of success.

Alignment and Clarity

Activities

Reflect on the personal values you chose on page 4 as the most important values to you. How do those values relate to your organization's mission?

In what ways can you facilitate team discussions to identify shared values and how they align with your goals?

What are some already scheduled times that you can regularly review and update your organizational values to ensure relevance and alignment?

2. Motivation and Engagement

In what ways can establishing values-driven goals boost intrinsic motivation and team engagement?

✓ *Intrinsic Motivation*

When goals align with personal values, employees are more intrinsically motivated to work toward them¹. Educators, nonprofit employees, and other partners who set such goals find the work more fulfilling and are willing to put in the extra effort required for success. For example, if a teacher values creativity, setting a goal to incorporate creative teaching methods can lead to higher job satisfaction and motivation.

✓ *Team Engagement*

Collective organizational values foster a sense of belonging and purpose among all employees². When everyone is working toward goals that reflect these values, it strengthens team cohesion and builds collective efficacy. This heightened engagement translates into increased collaboration and mutual support, making it more likely for goals to be achieved. For instance, a nonprofit valuing social justice might set goals related to advocacy, which can unite employees in a common cause.

Motivation and Engagement *Activities*

What are some ways that you can encourage employees to set personal goals that align with their values and job responsibilities?

How can you plan to recognize and celebrate your team members when they demonstrate a strong alignment with your organizational values?

What are some simple ways that you can foster a culture of feedback and open communication to maintain high levels of engagement?

Are there currently any obstacles blocking that culture of feedback?

3. Accountability and Progress Evaluation

What are key aspects to enhancing personal and organizational accountability for growth and impact?

✓ *Personal Accountability*

Individual values act as a personal compass for obligation. Understanding one's values provides a clear framework for self-assessment. Employees who set values-based goals and action plans are more likely to hold themselves accountable for progress¹. For example, a teacher who values continuous learning can hold themselves accountable for his or her individual professional development goals. Knowing that one's goals are clearly aligned with what they truly care about reinforces commitment and obligation toward dedicated action.

✓ *Organizational Progress Monitoring & Evaluation*

Goals linked to collective values facilitate easier progress monitoring and evaluation because they provide a clear benchmark against which progress can be measured². For example, if an organization values sustainability, it's easier to assess progress when goals related to reducing environmental impact are in place.

Sources: 1. Latham, 2016; Oliver & MacLeod, 2018; 2. Harkin et al, 2016; Latham, 2016

Accountability and Progress

Activities

What performance metrics and feedback processes can you establish that would reflect both goals and values alignment?

Are you already conducting regular progress reviews to assess goal achievement? How can you add alignment with values to those existing reviews?

One way to foster accountability is through partnerships. How can you implement accountability partnerships within your organization to support each other's growth?

4. Resilience and Adaptability

How does establishing values-based goals enhance resilience and adaptability in the face of challenges?



Resilience

When challenges arise, individuals who have goals rooted in their values are often more resilient¹. They are motivated by a deeper sense of purpose, making it easier to overcome obstacles. When faced with setbacks or challenges, individuals who are pursuing goals that align with their values are more likely to persevere because they see these goals as part of their core identity.



Adaptability

In rapidly changing educational and nonprofit environments, having a values-based foundation for goals allows for greater adaptability individually and collectively². Educators and nonprofit employees can pivot their strategies while still staying true to their values. Further, an organization valuing innovation can quickly pivot its goals to respond to emerging needs.

Resilience and Adaptability

Activities

What are some ways you can encourage employees to identify values that could provide strength during difficult times?

Map out a scenario planning exercise that you can conduct with your team to prepare for potential challenges while staying true to your values.

When your team is successful, what are some ways you can celebrate and learn from instances where your organization adapted while maintaining the established values?

5. Community Relationships

How does aligning values with those of clients, collaborators, and community members build trust and enhance educational and nonprofit impact?

✓ *Community Trust*

When an organization's goals are aligned with collective values, it sends a powerful message to all collaborators, beneficiaries, and community members¹. For example, an organization valuing transparency that sets goals related to financial reporting is more likely to gain the trust of donors and supporters.

✓ *Educational Impact*

In education, when educators align their goals with values such as collaboration and communication, parents and students are more likely to trust and support their efforts to create classroom activities emphasizing teamwork, discussion, and peer support².

Community Relationships

Activities

Brainstorm a few ways you can actively engage with your community to understand their values and concerns to inform your efforts.

To what extent do you currently communicate transparently about your organization's values and how they guide your actions? In what ways can this be improved?

What are some upcoming opportunities to collaborate with students, families, and community members on projects or initiatives that reflect shared values and goals?

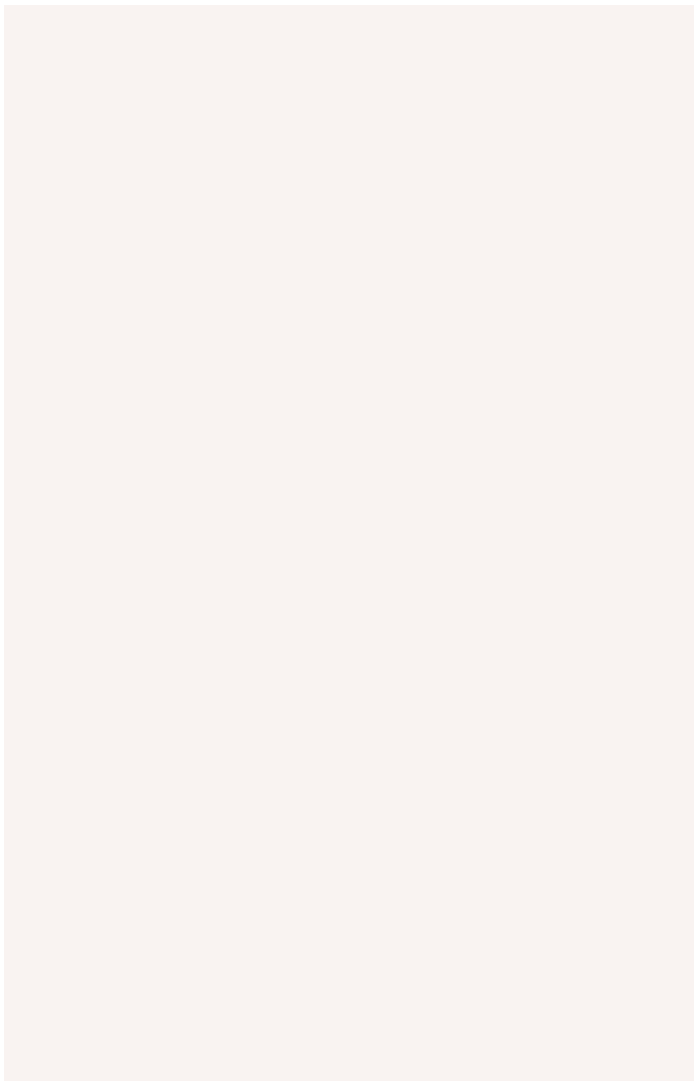
TIME TO REFLECT

As you journey through the transformative strategies provided in this workbook, it's essential to pause and assess where you stand. Reflecting on the present and envisioning the future can offer clarity, motivation, and a roadmap to success.

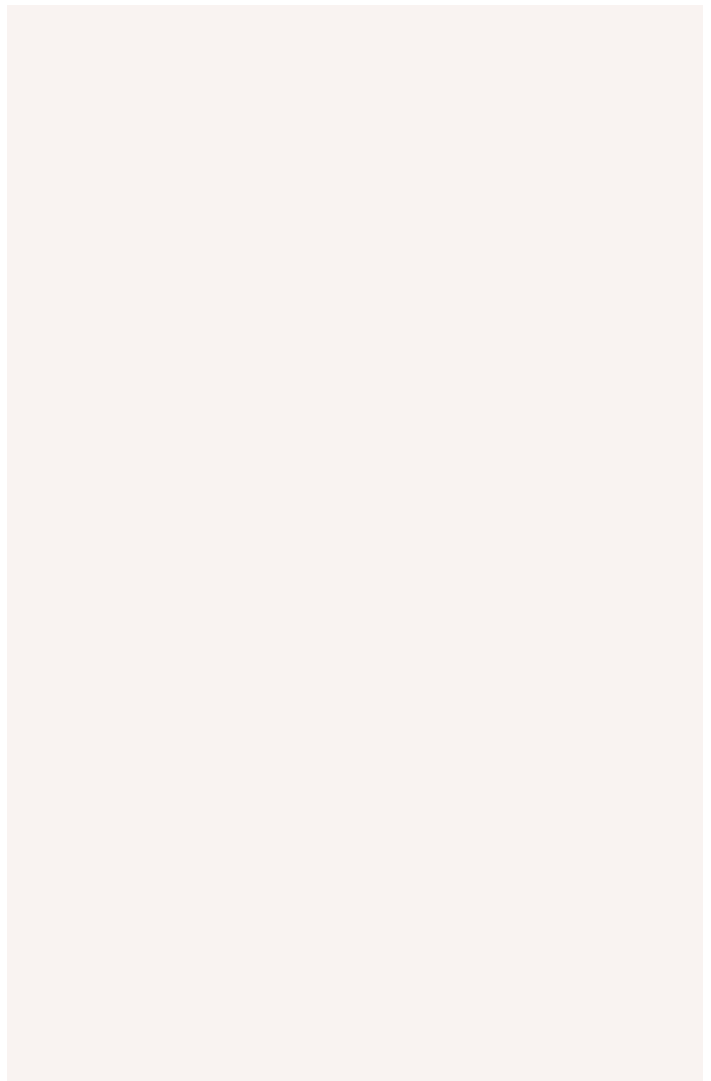
Think about the current state of your organization. What are some strengths? What are some challenges? Where does the alignment feel weak or lacking? Jot down your thoughts, feelings, and observations.

Now, imagine your organization after implementing the values-aligned strategies suggested above. What changes do you foresee? How do the values, goals, and overall culture shift? Describe the renewed vision you have for your organization.

Before



After





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Our values reflect what matters most. Our power comes from rising each day and aligning our actions with our core values. Our result is purposeful, meaningful impact.

- *Dr. Amanda L March*

Aligning your organization's values with actionable goals is a strategic move that leads to a positive impact on your students, clients, and community members. By following these five evidence-based approaches, you can create a culture of purpose and integrity that not only benefits your organization but also enriches the lives of those you serve. Start your journey towards a more values-driven organization today!



Are you ready to *elevate your impact?*

You've taken the first steps in recognizing the power of alignment and purpose. But remember, transformation is a journey, not just a destination. At Rise and Align, we're here to guide, support, and amplify your efforts every step of the way.

Let's collaborate and turn your vision into reality, ensuring that every stride you take is impactful, authentic, and aligned with the values you hold dear.

Reach out to Rise & Align today and let's co-create a brighter, more purposeful future for your organization.

Let's Connect!

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