

# WoWV Window on Work Values Profile

*Values have a major influence on how individuals approach their work. They drive our decisions, cause us to defend what we believe in and determine our behaviour.*

The alignment between personal and organisational values can have a significant effect on the behaviour of individuals and teams. The Window on Work Values model describes eight core value types that impact how we behave at work:

- Individualism
- Authority
- Collectivism
- Independence
- Compliance
- Conformity
- Empowerment
- Equality



McCann Window on Work Values

The **Window on Work Values Profile** (WoWV) can assist people and teams to understand what their values are and how they influence their behaviour at work.

While the WoWV focuses on individual values, to rate their perceptions of the core organisational value types and provides a work values hierarchy. This data enables teams to identify the alignment between personal and organisational values and explore possible implications of any misalignment, such as conflict, disengagement and poor individual or team performance. Once the core values are identified, the team or organisation can begin developing its own Team Values Statement and Team Charter.

## DID YOU KNOW...

The **Window on Work Values** framework offers a simple and practical starting point for discussions around values at work.

## WoWV Hub

Learners can access their WoWV report via their personalised Hub.

The WoWV Hub includes online simulations, applications, activities and e-books, which enable them to explore their work value preferences in more detail. The Applications offer learners a unique way of engaging and interacting with their Profile results and allows the feedback experience for each individual to be personal and meaningful.

## WoWV Benefits

- Provides feedback on the alignment of personal values and organisational culture
- Highlights the significance of shared values in teamwork
- Identifies what motivates individuals about how they work
- Helps individuals understand and appreciate each other's views
- Helps build effective communication strategies
- Provides a common language to discuss and communicate values
- Enables teams to develop their own values-based rules and team charter

## WoWV Applications

- Organisational Change
- Conflict Resolution
- Cross-Cultural working
- Merged and newly formed teams
- Executive Coaching
- Personal and Team Development
- Development of Team and Organisational Value Charters



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