



# Values

Our Waypoint to Success

# Getting to Know You

- ★ Your name
- ★ If you suddenly received a tax-free \$1,000,000 gift what would you do with it?
- ★ One thing I do better than most people is?
- ★ I think my unit/organization should be the one place in the world where...
- ★ Life is most meaningful to me when...



# What are Values?





# What are Values?



## Values in Our Relationships

**Internal Plane**

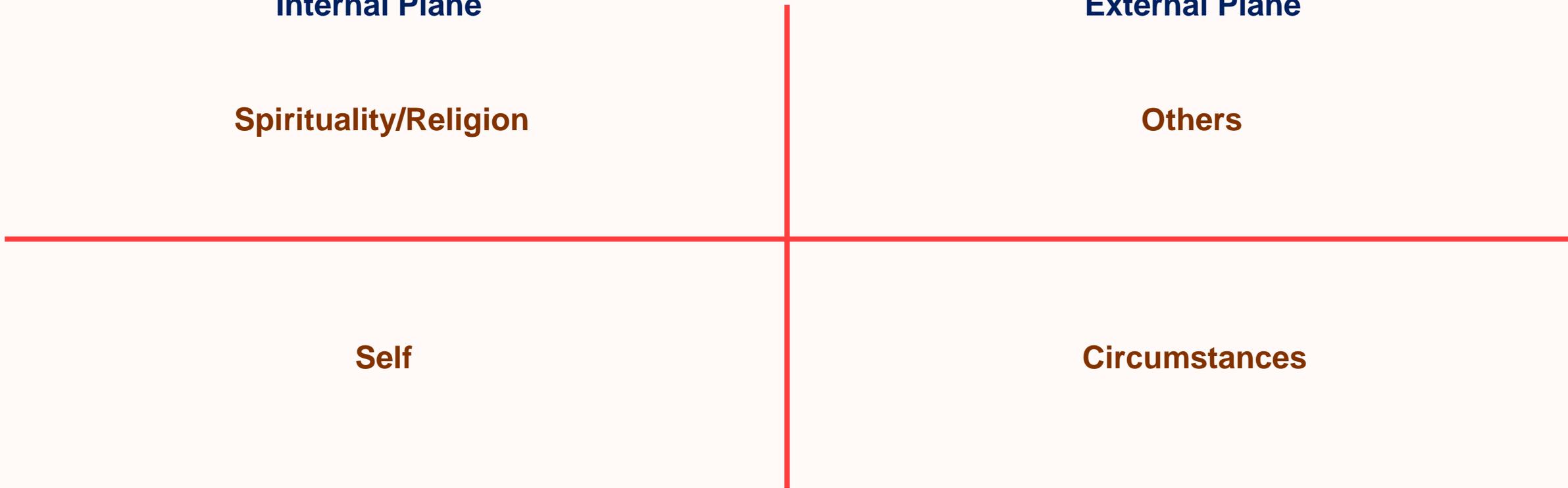
**External Plane**

**Spirituality/Religion**

**Others**

**Self**

**Circumstances**



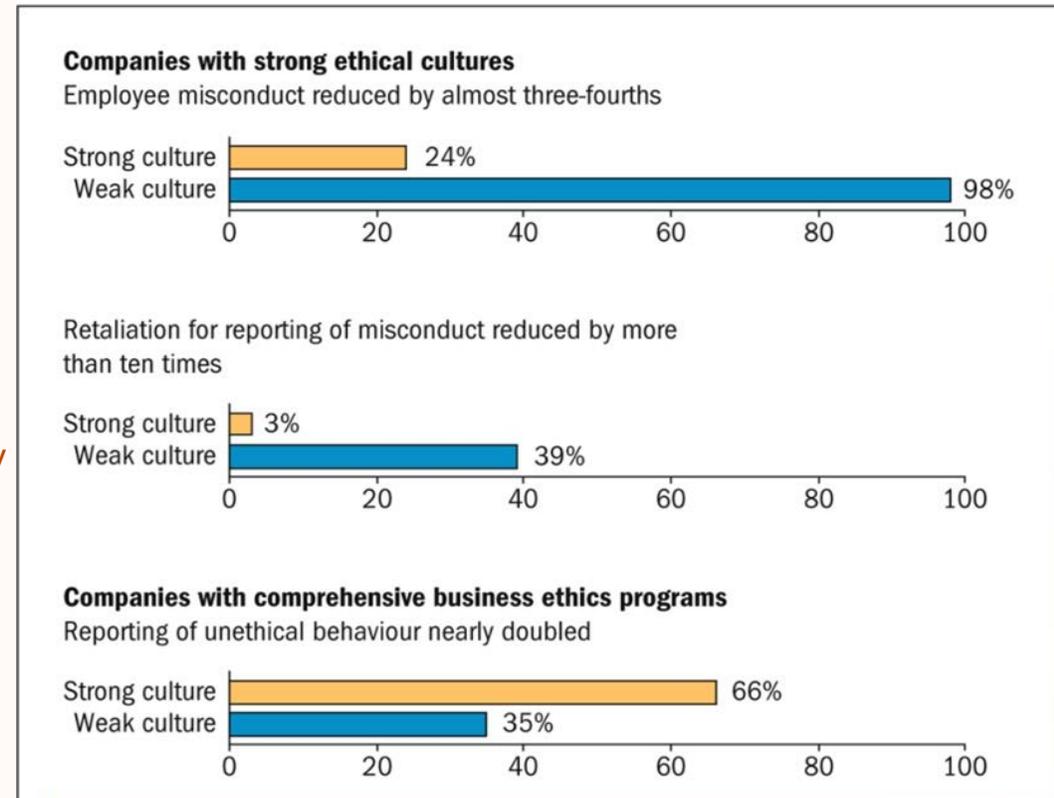
# What are Values?

## Ethics are About Values

### Jan 2015 - Kessler International Survey

- 1- untimely and inappropriate use of cellphones
- 2- wearing inappropriate clothing to work
- 3- complete lack of courtesy
- 4- use of street talk and signs in professional meetings
- 5- the inability of younger staff to write a letter/email
- 6- the lack of personal responsibility
- 7- failure to say please and thank you
- 8- lying to phone caller
- 9- hanging up on phone calls when they are confronted and were uncomfortable
- 10- cheating on time billed to clients and stealing time by arriving late and leaving early
- 11- cutting corners on work product rather than staying after hours to correct the mistakes they made
- 12- visiting sex and dating websites on company time
- 13- sexting on company phones
- 14- the inability to interact professionally with clients during a business function
- 15- the lack of manners
- 16- the lack of integrity

### Companies with Strong Ethics Cultures Reduce the Risk of Unethical Behavior



# What are Values

## Intersecting Values and Ethics



*"If we don't decide where we're going, we're bound to end up where we're headed."*  
- Chinese Saying

# Personal Values Journey

## Passion Word Exercise

- ★ Follow the directions at the top of the sheet
  - ★ Place a check mark beside each word that sparks interest for you
  - ★ Then write your top 5 interests on the lines at the end



# Personal Values Journey

## Marker Stone Activity



# Personal Values Journey

## Marker Stone Activity

Family  
Earn a living  
Make parents proud  
Faithful to my God  
Lots of friends  
Successful career  
Don't want to fail  
Be respectable

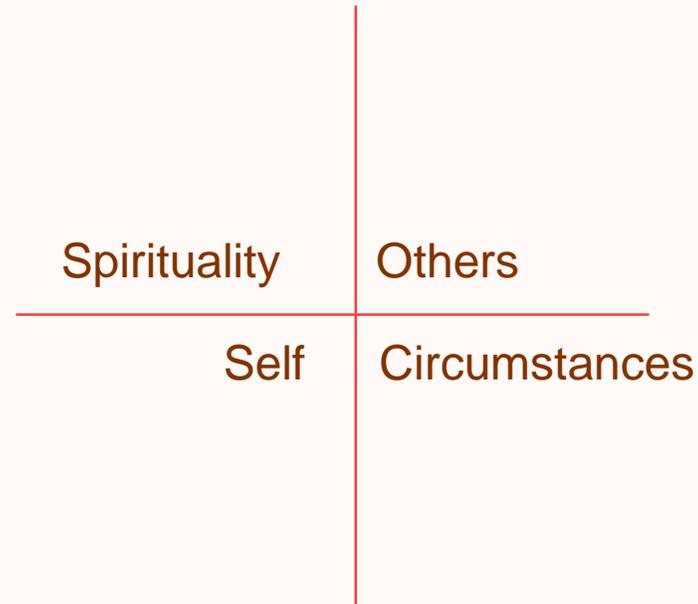
Loyal person  
Family man/woman  
Served his/her country well  
Responsible in everything  
Loved hamburgers

Chuck

One sentence or 3-5 words  
that describes your life

# Personal Values Journey

## Values Based Living



*“Try not. Do, or do not. There is no try.”*

- Yoda

# Personal Values Journey

## Committed Action

- ★ Goal: build larger and larger patterns of behavior that are values consistent
- ★ Values congruent behavior that leads to our goals
  - ★ Willingness is a primary condition of committed action
  - ★ Committed action inevitably invites unwanted experience
  - ★ Utilizing deliberate practice
- ★ Commitment is funded by ongoing process of valuing



# Personal Values Journey

## The Two-sided Coin

Front of Paper

**Value:**

My family  
Provider, Protector, Nurturer  
Loving, Caring, Mutually Nurturing

Back of Paper

**Pain:**

I'm not going to be able to handle it when they die  
This is too painful  
The feeling of anxiety knowing that death is inevitable

# Personal Values Inventory

- ★ Step 1: Review the following values list..
- ★ Step 2: Select the values that are valuable/important to you with a mark of “V.”
- ★ *Step 3:* Go back through your marked values and place another “V” by the ones that are very important to you so that you have some that are marked with “VV.”
- ★ Step 4: If you have more than five “VV’s” then go back and circle your top five with a “VV.”

# Organizational Values

- ★ Personal Values
- ★ Organizational Values

# Organizational Values

**COURAGE** to do the right thing

Duty – doing what is required

Respectfully treating others with dignity

Loyalty – to our nation 1<sup>st</sup>, AF values & commitments 2<sup>nd</sup>, Airmen 3<sup>rd</sup>

*Discipline* shapes your appearance & actions

Teamwork – contributions by us all

**Mission** – operations, product, and resources excellence

Your word is unquestionable because of *honesty*

Own your actions with **accountability**



# Organizational Values

## Universal Ethical Values

- ★ Integrity
- ★ Manners
- ★ Fairness
- ★ Caring
- ★ Respect
- ★ Excellence
- ★ Accountability
- ★ Courtesy
- ★ Appropriateness

# Organizational Values

## Finding Meaning and Purpose

Ethical Values + Deliberate Practice  ethical goals + committed action = meaning/purpose

# Organizational Values

## The Hardest Part

★ USAFA has an honor code:

★ We will not lie, cheat, or steal,

★ or tolerate anyone among us who does.

★ What is the hardest part of that?

★ Line 1

★ Line 2

"To sin by silence when they should protest makes cowards of men."

-- Abraham Lincoln



# Unit Specific





# Unit Specific

- ★ Trust
- ★ Responsibility
- ★ Pride
- ★ Motivated
- ★ Balance
- ★ Integrity
- ★ Service
- ★ Excellence
- ★ Readiness
- ★ Justice
- ★ Honor
- ★ Accountable
- ★ Brave
- ★ Respect
- ★ Professional
- ★ Efficiency

# Unit Specific

Ethical Values + DP  $\longrightarrow$  ethical goals + committed action = meaning/purpose

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- ★ Professional
- ★ Efficiency

Vision:  
Mission:

**+ YOU = SUCCESS**

# Conclusion

## The Honorable Person/Organization

- ★ Is known by certain characteristics (integrity, excellence, selflessness)
- ★ These characteristics are lived out through our behaviors (concern for others, openness, genuineness)
- ★ Our behaviors are determined by our choices
- ★ How are your choices decided?



# Conclusion

## The Air Force Professional

- ★ A trusted servant to our Nation who
  - Demonstrates unquestionable competence
  - Adheres to the highest ethical standards
  - Is a steward of the future of the Air Force profession
- ★ Distinguished by a willing commitment and loyalty to Air Force Core Values



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