



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?

Values in Our Relationships

Internal Plane

External Plane

Spirituality/Religion

Others

Self

Circumstances

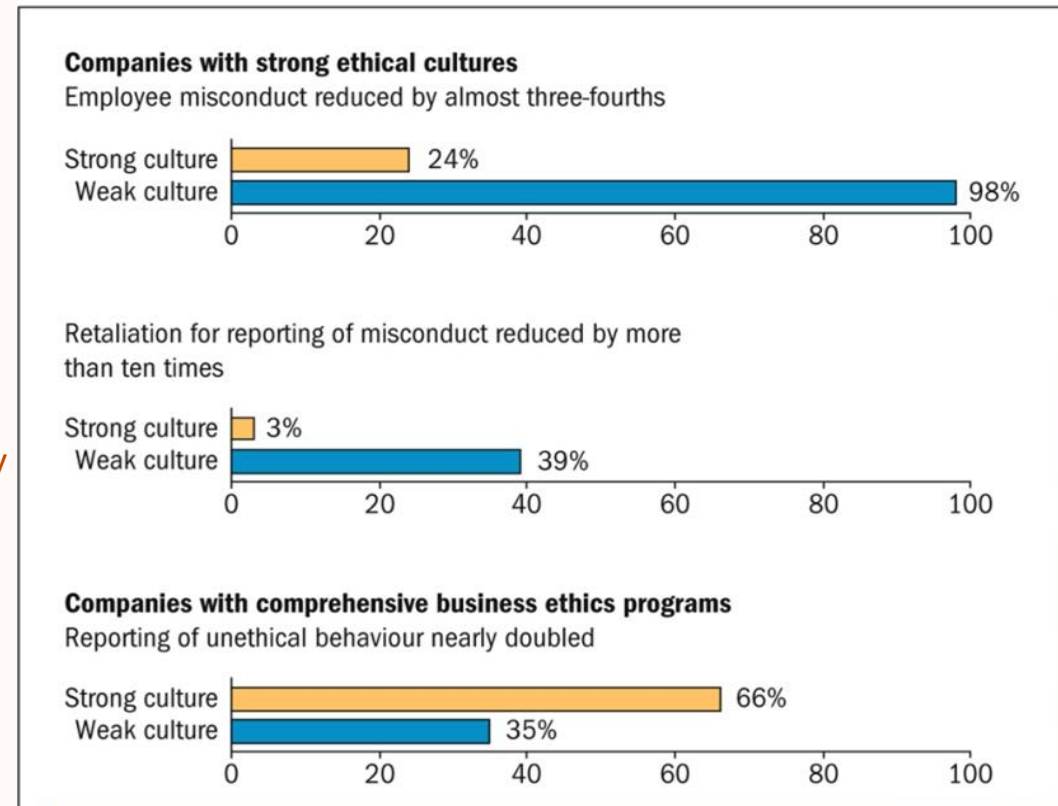
What are Values?

Ethics are About Values

Jan 2015 - Kessler International Survey

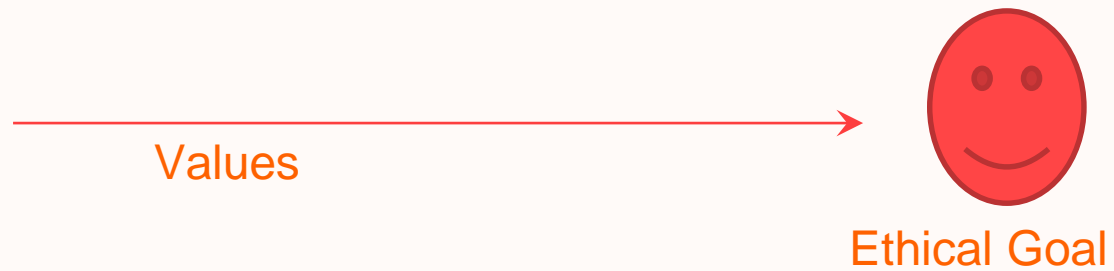
- 1- untimely and inappropriate use of cellphones
- 2- wearing inappropriate clothing to work
- 3- complete lack of courtesy
- 4- use of street talk and signs in professional meetings
- 5- the inability of younger staff to write a letter/email
- 6- the lack of personal responsibility
- 7- failure to 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

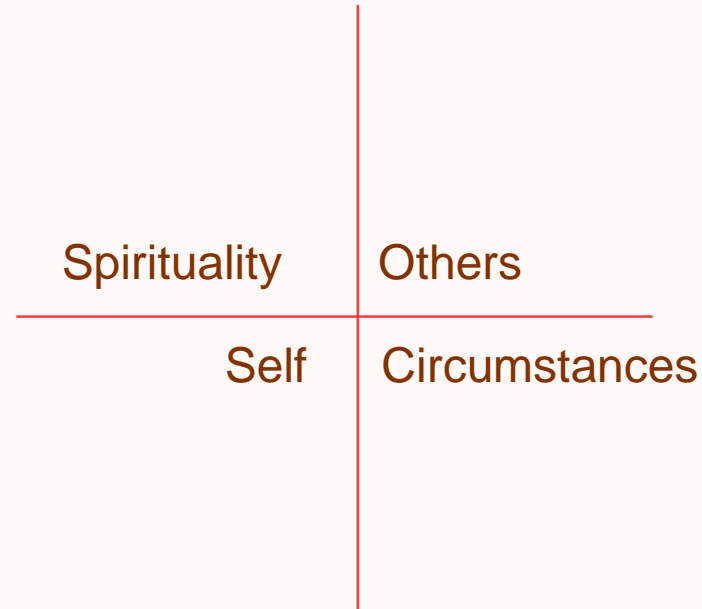
Loyal person
Family man/woman
Served his/her country well
Responsible in everything
Loved hamburgers

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 1st, AF values & commitments 2nd, Airmen 3rd

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



Values

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