



BARRETT VALUES CENTRE

COVID-19

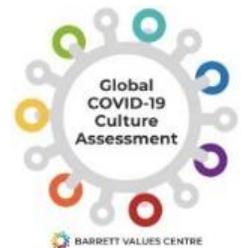
Global Organisational Culture

Agriculture-Forestry-Fishing-Hunting

Prepared by

Barrett Values Centre

May 2020





# Introduction to the Barrett Model

*Our values reflect what is important to us. They are a shorthand way of describing our individual motivations. Together with our beliefs, they are the causal factors that drive our decision making.*

## The Barrett Model

Fulfilment of purpose in service of the greater good

Higher order partnerships, making a positive impact on others

Living and demonstrating authenticity and cohesion

Willingness to adapt and be open to new perspectives

Accomplishing objectives, feeling confidence and pride

Attention to the importance of interpersonal relationships

A need for stability and security in finances or health



Every human being on the planet grows and develops within seven well defined areas. The [Barrett Model](#) provides a framework for understanding our underlying human needs and the cultural environment required for people to thrive.

At different times, individuals or groups may focus more on some levels and less on others in response to changing life conditions. From an organisational perspective, the first three levels are important for creating a good foundation from which to operate. The middle level shows a group's focus on growth and development, and the top three levels indicate the attention placed on living and fulfilling a group's sense of purpose.

It is important to understand that, in terms of the seven levels, higher is not better; for example it will be difficult for an organisation to focus on helping others if it is having financial or operational problems.

Values can be positive or fear-based (potentially limiting). For example, honesty, trust, and accountability are positive values, whereas blame, bureaucracy, and manipulation are potentially limiting, or fear-based, values.

To explore more about using values to help understand or manage your culture please visit [valuescentre.com](http://valuescentre.com)





# Agriculture-Forestry-Fishing-Hunting



## Pre-COVID



- A **balanced, sustainable approach**
- People striving to **do a good job** and **feeling appreciated**

## During COVID



- A more **prudent approach**
- People feel **involved and are pulling together**
- **A sense of optimism** and are using this time as **a chance to develop**

## Post COVID Recovery

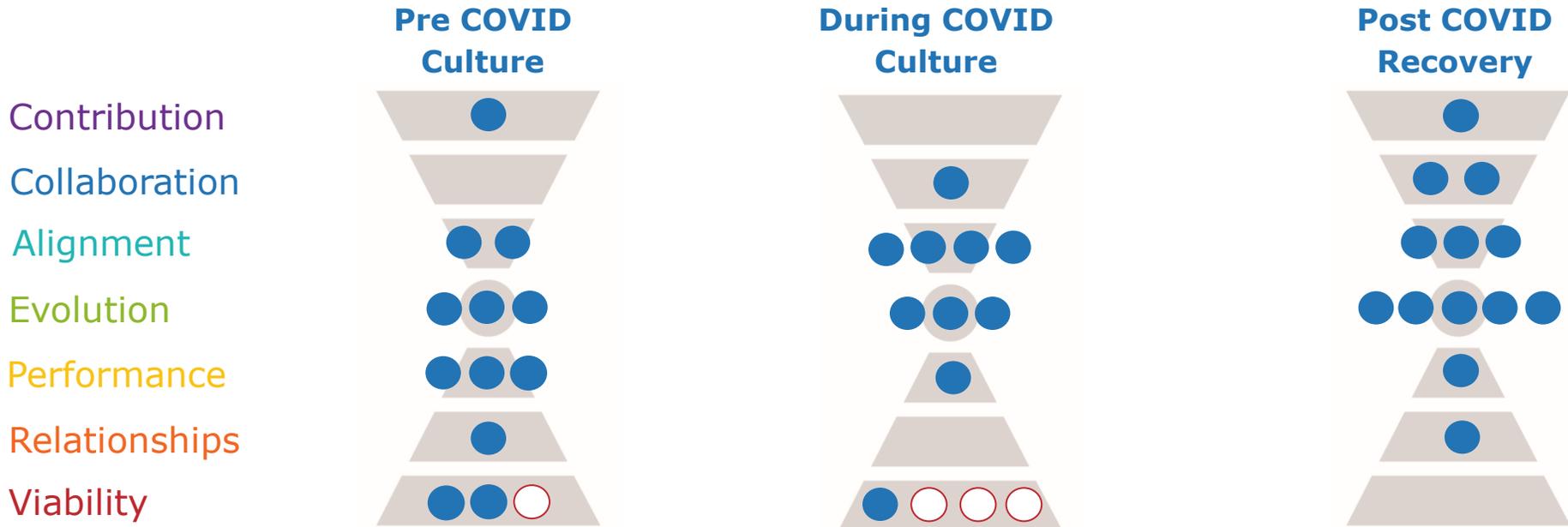


- They want to keep their new sense of **cohesion** while also **guiding and supporting others**

How have the challenges that these industries have faced in the past, helped them in the current crisis, and what might other industries learn from them?



# Agriculture-Forestry-Fishing-Hunting Pre-COVID / During COVID



<u>Value</u>	<u>Level</u>	<u>Value</u>	<u>Level</u>	<u>Value</u>	<u>Level</u>
financial stability	1	adaptability	4	adaptability	4
cost reduction (L)	1	digital connectivity	3	long-term perspective	7
professionalism	3	positive attitude	5	open communication	2
teamwork	4	continuous learning	4	coaching/mentoring	6
achievement	3	teamwork	4	continuous learning	4
adaptability	4	caution (L)	1	digital connectivity	3
commitment	5	cooperation	5	balance (home/work)	4
employee recognition	2	cost reduction (L)	1	information sharing	4
long-term perspective	7	cross group collaboration	6	teamwork	4
positive attitude	5	employee engagement	5	cooperation	5
results orientation	3	safety	1	cross group collaboration	6
risk-taking	4	short-term focus (L)	1	employee engagement	5
safety	1	trust	5	leading by example	5

● = Positive Values

○ = Potentially Limiting Values (L)



# Top 20 Values Movement Agriculture-Forestry-Fishing-Hunting Pre-COVID / During COVID

## Pre-COVID Culture

Position	Value
1	financial stability
2	cost reduction (L)
3	professionalism
4	teamwork
5	<b>achievement</b>
6	adaptability
7	commitment
8	<b>employee recognition</b>
9	<b>long-term perspective</b>
10	positive attitude
11	<b>results orientation</b>
12	<b>risk-taking</b>
13	safety
14	<b>accountability</b>
15	continuous learning
16	<b>efficiency</b>
17	<b>ethics</b>
18	leading by example
19	<b>making a difference</b>
20	<b>open communication</b>
21	<b>organisational growth</b>
22	<b>quality</b>
23	<b>quality of life</b>

## During COVID Culture

Position	Shifts	Value
1	▲	adaptability
2	▲	<b>digital connectivity</b>
3	▲	positive attitude
4	▲	continuous learning
5	▼	teamwork
6	▲	<b>caution (L)</b>
7	▲	<b>cooperation</b>
8	▼	cost reduction (L)
9	▲	<b>cross group collaboration</b>
10	▲	<b>employee engagement</b>
11	▲	safety
12	▲	<b>short-term focus (L)</b>
13	▲	<b>trust</b>
14	▲	<b>caring</b>
15	▼	commitment
16	▼	financial stability
17	▲	<b>initiative</b>
18		leading by example
19	▲	<b>listening</b>
20	▲	<b>managing well under pressure</b>
21	▼	professionalism

**Values not among the top 20 values of During COVID**  
**New values appearing in During COVID**