



BARRETT VALUES CENTRE

COVID-19

Values Comparison

Gender: Female, Male

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.

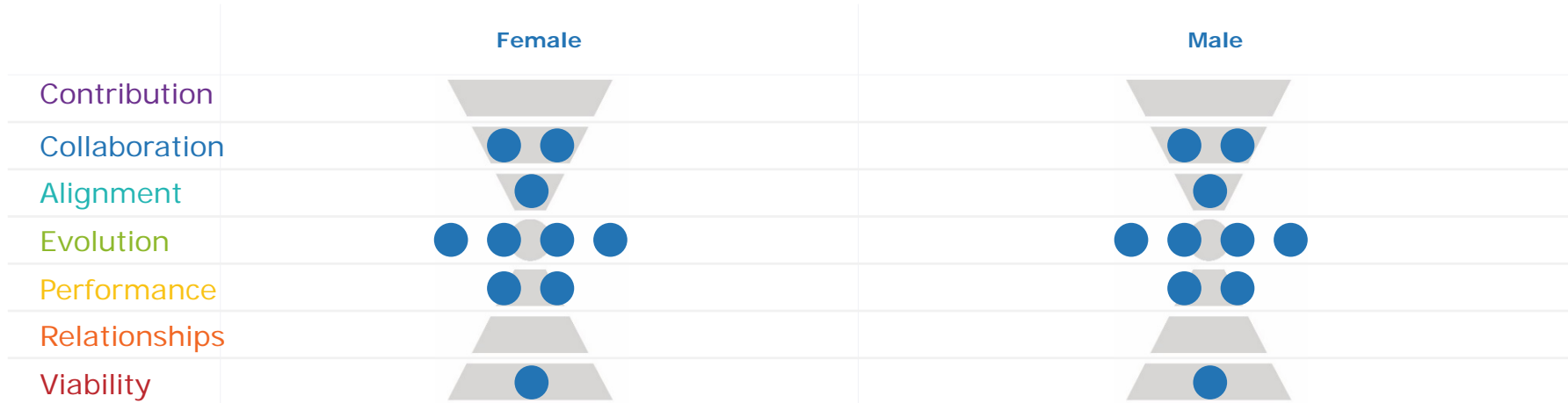
Values can be positive or fear-based (potentially limiting). For example, honesty, trust, and accountability are positive values, whereas blame, bureaucracy, and manipulation are potentially limiting, or fear-based, values.

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





# Comparison of Pre-COVID Culture Values



Matches: 10

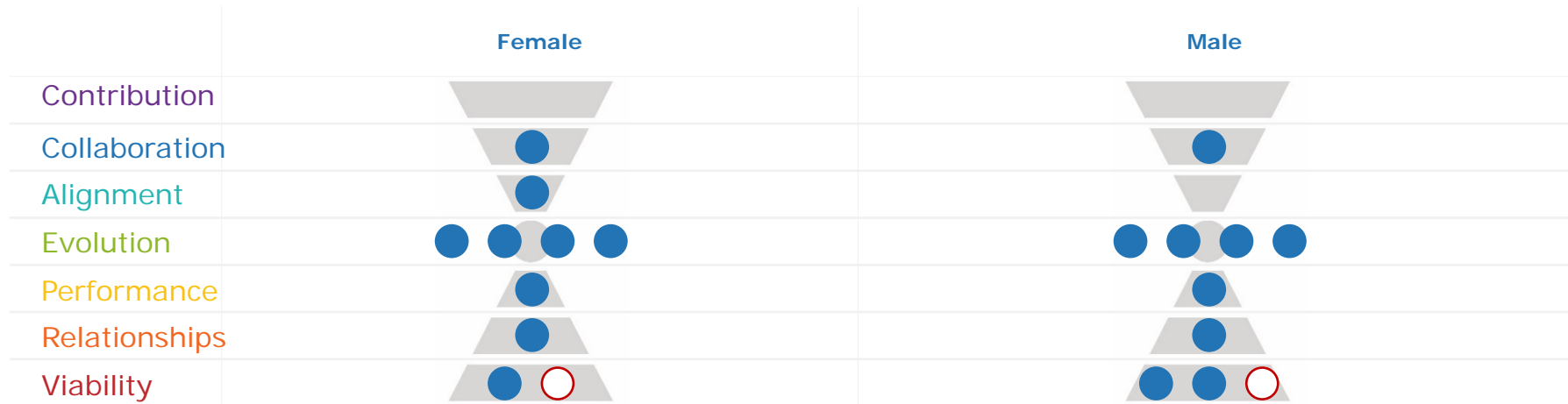
Value	Level
<i>teamwork</i>	4
<i>making a difference</i>	6
<i>continuous learning</i>	4
<i>coaching/ mentoring</i>	6
<i>results orientation</i>	3
<i>financial stability</i>	1
<i>accountability</i>	4
<i>achievement</i>	3
<i>commitment</i>	5
<i>continuous improvement</i>	4

Value	Level
<i>teamwork</i>	4
<i>financial stability</i>	1
<i>coaching/ mentoring</i>	6
<i>accountability</i>	4
<i>continuous learning</i>	4
<i>results orientation</i>	3
<i>achievement</i>	3
<i>continuous improvement</i>	4
<i>commitment</i>	5
<i>making a difference</i>	6

Orange = Full Values Match     
 ● = Positive Values     
 ○ = Potentially Limiting Values (L)



# Comparison of During COVID Culture Values



Matches: 8	Value	Level	Value	Level
	<i>adaptability</i>	4	<i>adaptability</i>	4
<i>digital connectivity</i>	3	<i>digital connectivity</i>	3	
<i>continuous learning</i>	4	<i>cost reduction (L)</i>	1	
<i>cost reduction (L)</i>	1	<i>well-being (physical/ emotional/ mental/ spiritual)</i>	6	
<i>caring</i>	2	<i>caring</i>	2	
information sharing	4	<i>teamwork</i>	4	
<i>teamwork</i>	4	balance (home/work)	4	
<i>well-being (physical/ emotional/ mental/ spiritual)</i>	6	financial stability	1	
<i>employee health</i>	1	<i>employee health</i>	1	
positive attitude	5	<i>continuous learning</i>	4	

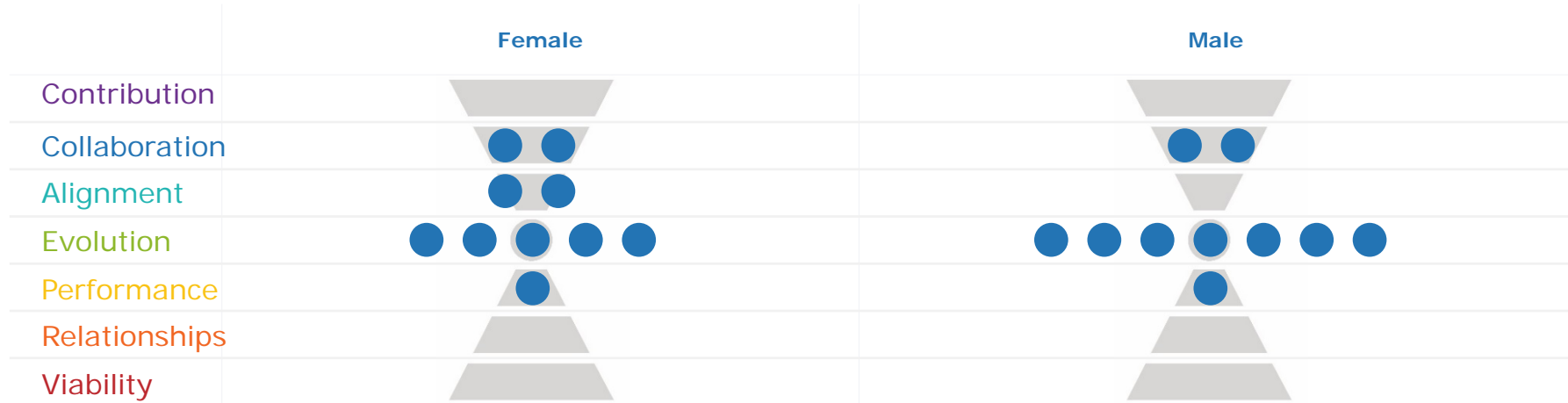
Orange = Full Values Match

● = Positive Values

○ = Potentially Limiting Values (L)



# Comparison of Desired Culture Values



**Matches: 7**

Value	Level
<i>adaptability</i>	4
<i>agility</i>	4
<i>digital connectivity</i>	3
<i>well-being (physical/ emotional/ mental/ spiritual)</i>	6
<i>continuous learning</i>	4
<i>innovation</i>	4
creativity	5
cross group collaboration	6
employee engagement	5
<i>balance (home/work)</i>	4

Value	Level
<i>adaptability</i>	4
<i>agility</i>	4
<i>innovation</i>	4
<i>digital connectivity</i>	3
<i>well-being (physical/ emotional/ mental/ spiritual)</i>	6
teamwork	4
<i>continuous learning</i>	4
coaching/ mentoring	6
continuous improvement	4
<i>balance (home/work)</i>	4

**Orange** = Full Values Match

● = Positive Values

○ = Potentially Limiting Values (L)



BARRETT VALUES CENTRE

## Female Results





# Female Pre-COVID/ During COVID



## Pre-COVID Culture

## During COVID Culture

## Desired Culture Values

Contribution

Collaboration

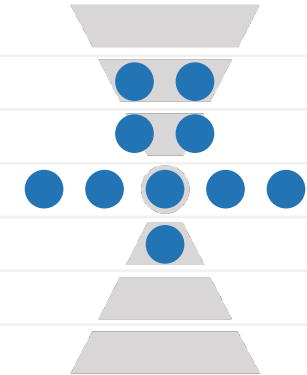
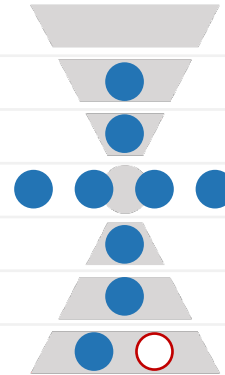
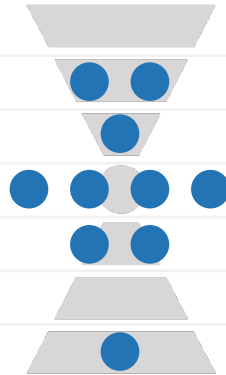
Alignment

Evolution

Performance

Relationships

Viability



Value	Level
teamwork	4
making a difference	6
continuous learning	4
coaching/ mentoring	6
results orientation	3
financial stability	1
accountability	4
achievement	3
commitment	5
continuous improvement	4

Value	Level
adaptability	4
digital connectivity	3
continuous learning	4
cost reduction (L)	1
caring	2
information sharing	4
teamwork	4
well-being (physical/ emotional/ mental/ spiritual)	6
employee health	1
positive attitude	5

Value	Level
adaptability	4
agility	4
digital connectivity	3
well-being (physical/ emotional/ mental/ spiritual)	6
continuous learning	4
innovation	4
creativity	5
cross group collaboration	6
employee engagement	5
balance (home/work)	4

● = Positive Values

○ = Potentially Limiting Values (L)



# Female Pre-COVID / During COVID Top 20 Values Movement



## Pre-COVID Culture

Position	Value
1	teamwork
2	<b>making a difference</b>
3	continuous learning
4	<b>coaching/ mentoring</b>
5	<b>results orientation</b>
6	financial stability
7	<b>accountability</b>
8	<b>achievement</b>
9	commitment
10	<b>continuous improvement</b>
11	<b>bureaucracy (L)</b>
12	<b>organisational growth</b>
13	<b>customer/ patient/ student satisfaction</b>
14	adaptability
15	<b>brand image</b>
16	<b>control (L)</b>
17	<b>employee engagement</b>
18	<b>leadership development</b>
19	balance (home/work)
20	<b>hierarchy (L)</b>
21	<b>long hours (L)</b>

## During COVID Culture

Position	Shifts	Value
1	▲	adaptability
2	▲	<b>digital connectivity</b>
3		continuous learning
4	▲	<b>cost reduction (L)</b>
5	▲	<b>caring</b>
6	▲	<b>information sharing</b>
7	▼	teamwork
8	▲	<b>well-being (physical/ emotional/ mental/ spiritual)</b>
9	▲	<b>employee health</b>
10	▲	<b>positive attitude</b>
11	▲	balance (home/work)
12	▲	<b>agility</b>
13	▲	<b>cross group collaboration</b>
14	▲	<b>managing well under pressure</b>
15	▼	financial stability
16	▲	<b>cooperation</b>
17	▲	<b>caution (L)</b>
18	▼	commitment
19	▲	<b>open communication</b>
20	▲	<b>compassion</b>
21	▲	<b>creativity</b>

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





BARRETT VALUES CENTRE

## Male Results





# Male Pre-COVID/ During COVID



## Pre-COVID Culture

## During COVID Culture

## Desired Culture Values

Contribution

Collaboration

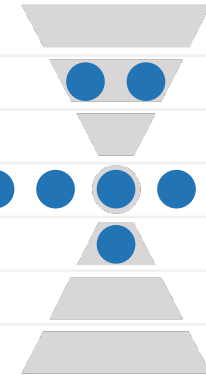
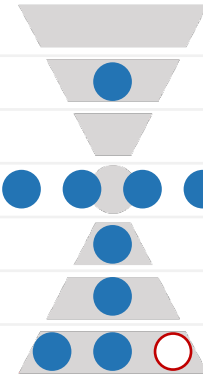
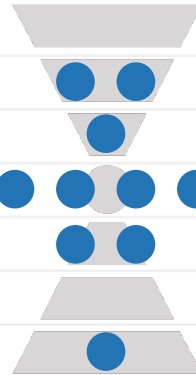
Alignment

Evolution

Performance

Relationships

Viability



Value	Level
teamwork	4
financial stability	1
coaching/ mentoring	6
accountability	4
continuous learning	4
results orientation	3
achievement	3
continuous improvement	4
commitment	5
making a difference	6

Value	Level
adaptability	4
digital connectivity	3
cost reduction (L)	1
well-being (physical/ emotional/ mental/ spiritual)	6
caring	2
teamwork	4
balance (home/work)	4
financial stability	1
employee health	1
continuous learning	4

Value	Level
adaptability	4
agility	4
innovation	4
digital connectivity	3
well-being (physical/ emotional/ mental/ spiritual)	6
teamwork	4
continuous learning	4
coaching/ mentoring	6
continuous improvement	4
balance (home/work)	4

● = Positive Values

○ = Potentially Limiting Values (L)



# Male Pre-COVID / During COVID Top 20 Values Movement



## Pre-COVID Culture

Position	Value
1	teamwork
2	financial stability
3	<b>coaching/ mentoring</b>
4	accountability
5	continuous learning
6	<b>results orientation</b>
7	<b>achievement</b>
8	<b>continuous improvement</b>
9	<b>commitment</b>
10	<b>making a difference</b>
11	cost reduction (L)
12	adaptability
13	balance (home/work)
14	<b>customer/ patient/ student satisfaction</b>
15	<b>organisational growth</b>
16	positive attitude
17	<b>bureaucracy (L)</b>
18	<b>professionalism</b>
19	<b>shared values</b>
20	<b>cooperation</b>
21	<b>profit</b>

## During COVID Culture

Position	Shifts	Value
1	▲	adaptability
2	▲	<b>digital connectivity</b>
3	▲	cost reduction (L)
4	▲	<b>well-being (physical/ emotional/ mental/ spiritual)</b>
5	▲	<b>caring</b>
6	▼	teamwork
7	▲	balance (home/work)
8	▼	financial stability
9	▲	<b>employee health</b>
10	▼	continuous learning
11	▲	<b>agility</b>
12	▲	positive attitude
13	▲	<b>information sharing</b>
14	▲	<b>cross group collaboration</b>
15	▲	<b>safety</b>
16	▲	<b>caution (L)</b>
17	▲	<b>creativity</b>
18	▼	accountability
19	▲	<b>open communication</b>
20	▲	<b>short-term focus (L)</b>

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