# Connect Your Values To The Constructive Styles

Pretty much every organization has it: a mission statement and a philosophy. They are the degree to which the organization successfully defines its identity and values towards its members. The values represent the behavior that employees believe should be expected and encouraged to maximize the effectiveness of the company.

You often read the values on the walls, but are they actually lived by the members of the organization? Today we give you a few examples of how values can be combined with the Constructive styles from our Circumplex and which behaviors should be reflected in the company.

Let's take the pharmaceutical manufacturer „Mustermann AG" and look at its values, so we can assign them to the Constructive styles as follows:
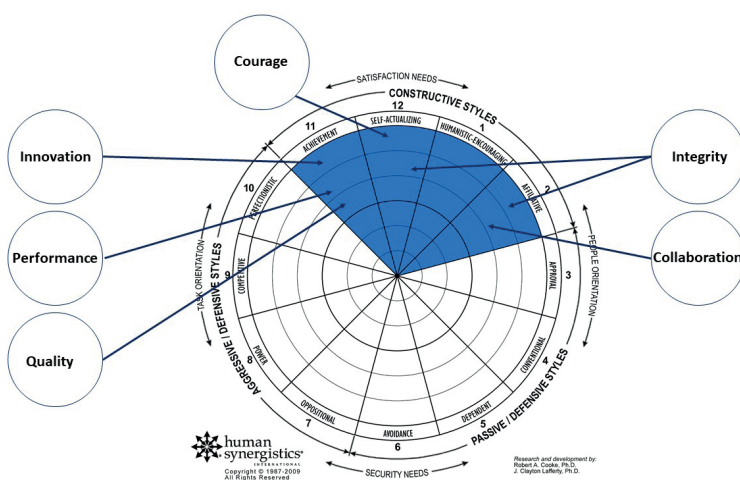
Quality. Delivering high-quality medicines is critical to our propose of improving and extending people's lifes. Our focus on quality excellence includes continuously enhancing our standards, technology and training for our people, as well as learning from our mistakes.

> *Achievement:* Characterizes organizations that do things well and value members who set and accomplish their own goals. Members are expected to set challenging but realistic goals, establish plans to reach these goals, and pursue them with enthusiasm (pursue a standard of excellence, openly show enthusiasm).
> *Examples of Achievement items:* Work to achieve goals, think ahead and plan, learn and improve

Courage. We want our people to have the courage to stand up for their ideas and challenge the status quo. We also want them to have the courage to do the right thing in the face of resistance or moral dilemmas.

> *Self-Actualizing:* Characterizes organizations that value creativity, quality over quantity, and both task accomplishment and individual growth. Members are encouraged to gain enjoyment from their work, develop themselves, and take on new and interesting activities (think in unique and independent ways; do even simple tasks well).
> *Examples of Self-Actualizing items:* Resist conformity, maintain personal integrity, think in unique and independent ways

Collaboration. We encourage our employees to put the success of their team first and value each other's contributions and feedback. We embrace diverse perspectives to develop an inclusive environment where everyone can achieve their full potential.

> *Affiliative:* Characterizes organizations that place a high priority on Constructive interpersonal relationships. Members are expected to be friendly, open and sensitive to the satisfaction of their work group, deal with others in a friendly, pleasant way, share feelings and thoughts.
> *Examples of Affiliative items:* Think in terms of group satisfaction, cooperate with others, encourage others, be a good listener