

VALUES ALIGNMENT: TAKING STOC (Self | Team | Organization | Community)

The **STOC** tool can be used in several different ways to explore core values that drive individual and team behavior.

Individuals team members can be asked to select their top values for just one category: *What are the most important values to you personally, to your team, to your organization, or to your broader community?* This can serve as an effective tool for planning purposes, including the development of marketing and communications strategies.

The tool can also be used to gauge the alignment between these selected values.

- What are the implications for an individual who has very different values when compared to other team members or the organization?
- Are there core goals that are reflected among the members of a team or an organization?
- Is the team or organization in alignment with the broader community?
- Does comparative analysis reveal values that should be promoted to support the strength of the team?

Values Alignment: Taking STOC Tool

| S | T | O | C | | S | T | O | C | |
|---|---|---|---|-----------------------------|---|---|---|---|----------------------------|
| | | | | Accuracy | | | | | Moderation/ Balance |
| | | | | Adventure / excitement | | | | | Nurturance |
| | | | | Achievement | | | | | Passion |
| | | | | Autonomy | | | | | Patience |
| | | | | Beauty | | | | | Pleasure/ Fun / leisure |
| | | | | Challenge | | | | | Popularity |
| | | | | Change | | | | | Power /Authority |
| | | | | Comfort | | | | | Productivity/ Industry |
| | | | | Commitment | | | | | Prosperity /Wealth |
| | | | | Communications | | | | | Purpose/meaning |
| | | | | Compassion/kindness | | | | | Quality |
| | | | | Competence/ Mastery | | | | | Recognition |
| | | | | Competition | | | | | Relationships / Intimacy |
| | | | | Contribution | | | | | Respect /Courtesy |
| | | | | Courage | | | | | Responsibility / Duty |
| | | | | Creativity | | | | | Risk taking |
| | | | | Curiosity | | | | | Rule/Order |
| | | | | Decisiveness | | | | | Security |
| | | | | Dependability | | | | | Self-acceptance/ Esteem |
| | | | | Discipline /self-control | | | | | Self-knowledge / insight |
| | | | | Diversity | | | | | Simplicity |
| | | | | Effectiveness | | | | | Stability |
| | | | | Empathy | | | | | Strength |
| | | | | Equality /justice /Fairness | | | | | Teamwork / collaboration |
| | | | | Family | | | | | Tolerance/ acceptance |
| | | | | Flexibility | | | | | Tradition |
| | | | | Freedom | | | | | Trust/ genuineness |
| | | | | Generosity /Service | | | | | Truth/ Realism/Rationality |
| | | | | Growth | | | | | Variety |
| | | | | Happiness | | | | | Wisdom / knowledge |
| | | | | Harmony | | | | | Other value |
| | | | | Health | | | | | Other value |
| | | | | Honesty/ Integrity | S= Self=my values | | | | |
| | | | | Hope | T=Team=team values | | | | |
| | | | | Humility | O=Org=organizational values | | | | |
| | | | | Humor | C=Community Values | | | | |
| | | | | Independence /nonconformity | Sources: The Leadership Challenge Workbook, 3rd ed. Kouzes & Posner 2012 Personal Values Card Sort Miller, Baca, Matthews, Willbourne. University of New Mexico, 2001 • Note: use for individual reflection, not aggregated assessment | | | | |
| | | | | Inner Peace | | | | | |
| | | | | Innovation | | | | | |
| | | | | Intelligence | | | | | |
| | | | | Love/ affection | | | | | |