

Six Value Medals™

You hear it all the time—what is our value proposition? What's our value added? What if you could count on employees to sort options using a commonly understood framework that would increase the value of the organization at every turn—for customers, employees, stockholders, the community, and more?

The key to making decisions that will deliver maximum value lies in creating a framework that is specific enough to add meaning but is also pliable enough to expand and contract with each unique challenge. You'll find a framework robust enough to support these efforts in Dr. Edward de Bono's *Six Value Medals™*.



The skills taught in Six Value Medals™ help people quickly but thoroughly scan for values, prioritize which values are the most important to pursue, and then ensure that top values are addressed and maximized every step of the way. It's like putting on a pair of glasses with six lenses, one for each of six important value categories:

A Revolutionary New Framework, Book and Course for Leaders, Teams and Individuals

Gold Medal: Gold is precious, and so are people. The gold medal asks, what matters to the people? Human values include pride, achievement, a sense of belonging, hope, trust, and growth.

Silver Medal: Silver impacts the organization. What matters to the organization? What are our goals as a company and how will a prospective action help us or hinder us in pursuit of these goals?

Steel Medal: Steel must be as strong as possible. The steel medal asks what are the implications for quality? How will the decision at hand impact the quality of what we do?

Glass Medal: Glass can take the shape of many functional, often beautiful and colorful objects. The glass medal covers change, innovation, simplicity and creativity.

Wood Medal: Wood spotlights ecology values in the broadest sense. Is there a positive or negative impact to the environment if we take this road?

Brass Medal: Brass looks like gold but is not. Brass medal values examine appearances and perception. How will this action be interpreted?

Too often, organizations cannot articulate the basis for their decisions. As a result, they may fail to notice and resolve conflicts in values that have a negative impact on employees, the organization, clients, community relationships, and more. Until now there has not been a concrete way to assess the impact that a decision may have on our attempts to create and protect value. When employees can scan, identify and prioritize values, they become vital partners in growing your business.


de Bono Thinking Systems

Practical • Radical • Innovative