

Values Coding Matrix

What This technique is used to examine potential goals for alignment with at least one of the organizational values and create potential goals for values not covered by others.

When This technique is used in Values-Based Strategic Planning or whenever an examination of potential goals against values would be valuable.

How 1. **Invite the right people:** This method assumes that the people that show up are the right people to make the decision. Therefore people that are invited are very important to the success of the results.

2. **Set up Matrix on a Sticky Wall:** Create a short goal title and number all goals. Place potential goals across the top of the matrix (leave enough space for additional goals on the right side of the matrix for use later). Create Values titles for all values. Place down the left side of the matrix.

3. **Access Goals:** Form group into Triads to review and discuss the impact each goal will have on the values. Place a Check card at the intersection for any value that the goal has a 'significant positive impact' on.

4. **Create Goals:** Identify values with little or no 'Check cards' intersecting it. Ask the group: "How might we better support this value?" Convert answer into a goal statement.

5. **Assess New Goals:** Create short titles for additional goals, add to top of matrix. Have Triad review & discuss impact and additional cards to appropriate intersections.

6. **Generate Value Scores:** Add up the number of 'Check cards' under each goal and enter the amount in the Value Score row at the bottom of the matrix. This is the value score for each goal.

| Potential Goals \ Values | Goal 1 | Goal 2 | Goal 3 | Goal 4 | Goal 5 | Goal 6 |
|--------------------------|--------|--------|--------|--------|--------|--------|
| Value 1 | X | | X | | | |
| Value 2 | X | | | | | X |
| Value 3 | | X | | | X | |
| Value 4 | | | | | X | |
| Value 5 | X | | X | | | |
| Value 6 | | | X | | | X |
| Value 7 | X | | | | X | |
| Value Score | 4 | 1 | 3 | | 1 | 1 |

