

## A Snapshot of Us & the AVI -- 10 February 2011

The AVI (A Values Inventory) has been in use and under continual development, since 1988. A somewhat ambitious key objective is to make the AVI a ‘tool’ which integrates as many models of human behaviour as possible.

The AVI can be used directly by the general public, provided it is for a person’s own use. However, if someone wishes to use the AVI with others, they must firstly undertake an accreditation process. Details of the accreditation process are at:

[www.minessence.net/AValuesInventory/AboutTheAVI.aspx?tab=4](http://www.minessence.net/AValuesInventory/AboutTheAVI.aspx?tab=4).

Those who have been accredited are given the title *Value Consultant*. All Value Consultants automatically become part of the AVI development team which is guided by the following people who have had extensive experience in the values field (clicking a name will take you to their Bio.):

- [Paul Chippendale](#), (Australia) Director of Minessence Group. Paul has always been driven by a desire to understand the “nature of things”. After a considerable time as an Engineer learning models to understand the material world, Paul turned his attention to the “world of people” seeking models to understand human behaviour and to inform decision making. This search led inevitably to a primary focus on the critical roles world-views and values play in human and societal behaviour. He is the lead developer of the AVI and its supporting infrastructure.
- [Gunter Weil](#) PhD, (USA) Founder and CEO of Value Mentors, LLC is a Key Affiliate and Master Values Mentor of the Minessence Group. Gunter earned his doctorate from Harvard University in 1965 and served as a Fulbright Scholar in Europe.
- [Jackie Le Fèvre](#), (UK) Key Affiliate of the Minessence Group and Director of Magma Effect limited. Originally qualified as a zoologist with a particular interest in behavioural ecology, Jackie spent two years in Gambia, West Africa managing a project that reintroduced chimpanzees to the wild. Jackie has had an eclectic career spanning environmental education, public relations, tourism, campaigning, teaching, training and organisational development most often with voluntary and community sector organisations. Jackie has written a very special book *Braver Than You Think* and created the Braveometer™ —an online tool to explore where in your life fear maybe holding you back. You will find them at [www.braverthanyouthink.co.uk](http://www.braverthanyouthink.co.uk).
- [Karynne Courts](#) (Australia), Director of Values Connection, Key Affiliate of the Minessence Group and author of *Journey to the Blue Road*—inspirational tips for leadership, learning and life. Values Connection specializes in values-based leadership and corporate-wide values development programs.
- [Dougal Thompson](#), [Michael Henderson](#) and [Shar Henderson](#) (New Zealand), corporate anthropologists from *Cultures at Work* (formerly *Values AT Work*) a Key Affiliate of the Minessence Group. Michael is author of the award winning book, *Finding True North*, and together they are authors of the book, *Leading Through Values: Linking company culture to business strategy*.

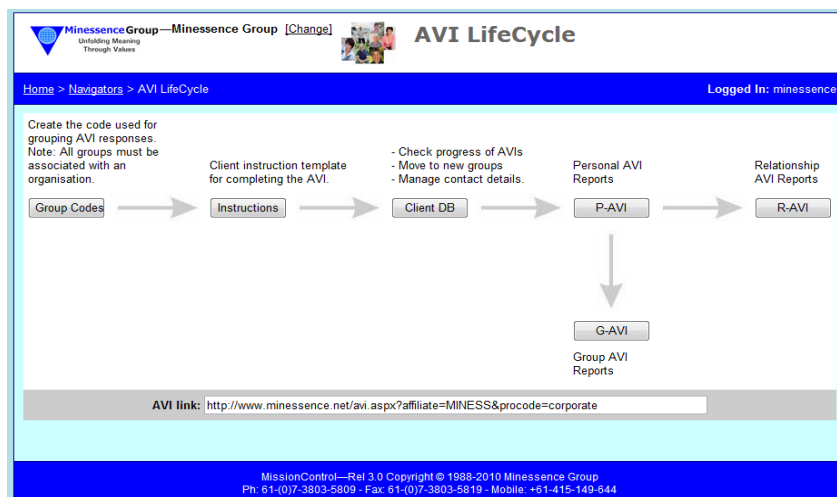
The Minessence Group is a learning organisation so the AVI and all the support material benefits from the continuous learning of all member Value Consultants. We have chosen to organise ourselves as a network organisation based on the principles of [collaborative individualism](#). This year, we plan to make this arrangement more formal through the establishment of the [Minessence International Cooperative](#).

In the spirit of collaborative individualism, each Value Consultant is encouraged to co-develop with us one or more AVI Reports which draw on the core AVI material yet are personalised to reflect the uniqueness of the Consultant's own client base and preferred *modus operandi*. To make this concept more concrete, a few example AVI Reports co-developed with the identified Value Consultants, using me as 'guinea pig', can be viewed by clicking the links below:

- [FAVI](#) Developed Paul Chippendale and Karynne Courts to support the Visionary Leadership Program
- [MAVIP](#) Management AVI Pilot developed by Magma Effect Limited for use as a standalone instrument.
- [MMC](#) Developed with Value Consultant, Karyn Clark to support her unique [motivational values program](#)
- [VAWCRD](#) Developed with the *Cultures at Work* team to go with their book, *Leading Through Values*
- [VAWTop9](#) Developed with the *Cultures at Work* team to go with their book, *Finding True North*
- [VCTop10](#) Developed with Karynne Courts to compliment her book, *Journey to the Blue Road*, which includes many beautiful Australian outback photos
- [VMEVI](#) Developed with Gunther Weil to work with senior executives
- [VMAVI](#) Developed with Gunther Weil to suit the USA culture
- [VMGVI](#) Developed with Gunther Weil to work with groups
- [VMPPL](#) Developed with Gunther Weil & DTS to support DTS's leadership development program
- [VMRVI](#) Developed with Gunther Weil to work with couples or people working closely together

There's no cost for the development effort, however, there is a charge, a form of royalty, each time a Value Consultant uses an AVI Report with a client. These charges are not fixed, rather they are negotiated depending on the application and client base.

All AVI Reports are available at the Minessence Group's intranet, called MissionControl, as soon as clients have completed the AVI online. From MissionControl, Value Consultants can manage the full AVI lifecycle. below, is a screen-clip of the lifecycle management page at MissionControl.



The link, <http://www.minessence.net/avi.aspx?affiliate=MINESS&procode=corporate>, shown on the LifeCycle Management page is different for each Value Consultant's organisation. It is the link the Value Consultant gives their client to complete the AVI.

Each Value Consultant's organisation has its own AVI Website to use with clients. From MissionControl, Value Consultants can manage the look of their AVI Website—i.e. change the banner, the colours and the words in the footer. Clicking on the Value Consultants' organisations below will take you to the AVI websites for each so you can view some examples.

- [Minessence Group](#) (public access)
- [Cornally Enterprises](#)
- [DTS](#)
- [Value Mentors](#)
- [OnCourse International](#)
- [Magma Effect](#)

As you would expect, Value Consultants only have access to AVI responses and contact details for their own clients.

Apart from the AVI for individuals, couples and groups, we can also scan documents, speech transcripts, etc. to see what values are being communicated. A powerful tool used in analysis of documents is the Cultural Field Map:

- [Cultural Field Map](#) of the Minessence [Group's Vision, Values & Mission Statement](#)
- [Click here](#) to view an analysis of the values of Tony Abbot (leader of the Australia Federal Opposition) and Julia Gillard (Australian Prime Minister) as communicated to Australians in recent speeches.

If you wish to be part of our growing community, a great starting point is to link with us via our Facebook page: [www.facebook.com/Minessence.Group](http://www.facebook.com/Minessence.Group)

Please [contact me](#) if you would like more details.

Yours sincerely,



Paul Chippendale  
B.E. (QUT), B.Com. (UQ), Grad. Dip. Social Planning (UQ), Fellow, Values & Ethics, IMCA  
Director, Minessence Group

CC: Attached is some feedback from Value Consultants & workshop participants.

## Attachment: Feedback

### Feedback from Value Consultants:

“...the workshop [I ran] this week [for one of Australia’s largest organisations] went extremely well. The AVI was very well received, being viewed as highly relevant to the issues at hand and very revealing/highly descriptive of their own motivation, leadership style and strategies/behaviour. All the participants at this workshop were very experienced managers and had been ‘subjected’ to any number of psychometric instruments and profiles in the course of their career. They all regarded the AVI as the ‘most useful’ or ‘easily one of the most useful’ they had experienced - no surprises there but nice to hear anyway...” [T.M.]

“You might recall that I wrote a musical which was performed here in Canberra last year. It took 2 years to do but was a direct result of doing my own Values Inventory some time ago. It was nominated for 4 CAT (Canberra Area Theatre Awards) and we won one award. So I was really satisfied that I had fulfilled a long standing desire to produce something original and creative and it was an added bonus that others saw value in it too. It would be fair to say that I now consciously make decisions based on my priority values and have a strong desire to assist others in understanding the enormous satisfaction one can get from learning about and understanding Values.” [L.R.]

“I have just taken the AVI. Thank you very much! I will go to the website feedback section to respond.

“Meanwhile, I want to commend you on the structure of the test. It is still a lot of work, but its structure gives me the feeling the investment will be well repaid. It is very user friendly (for example, numbering the screens) and seems bug-free. I like the larger number of items on each screen than the VT-125, and I like having the ability to rank at the end.

“It appears to me that you have created it so that the foundation, focus and future value areas are more thoroughly fleshed out in the respondent’s profile by allowing one to select among items in each of those clusters. I don’t remember this being the case to the same degree on the old VT-125. I don’t know if I’m correct about this, but it was definitely my impression, and my guess is that my report will give me a more accurate and meaningful reflection in all three cluster areas. In any case, I very much look forward to seeing the report!” [CDC]

### Feedback from attendees of workshops:

Understanding (these frameworks and strategies) will enable me to better prioritise what I’ll do as a manager, through this and the previous workshops I have significantly changed my behaviour.

Was all very valuable and was very challenging... was great to have time for personal feedback and individual attention from the facilitator.

Some apparently simple but very powerful concepts and strategies... easy to put into practice... will make a real difference in how I work.

I’ve already put lots of action points in my diary to implement on my return to work.

Some ideas that confirmed some of the things I do already but (many others) that will completely change my approach in other important areas.

(Introduced me) into useful areas and ideas I haven’t encountered before, very useful insights and approaches.

All new material and directly relevant to me personally.

Great workshop – as always!

Very thought provoking with directly useful applications.

Unique, comprehensive, enlightening.

Excellent and thought provoking.

Interesting and informative. Reinforced some prior learning and provides tools for further reflection and action.

Worthwhile good exposure to values and my underlying values.

Worthwhile – intuitive. Explains situation of my personal conflict.

Very good, and deserves more detailed study.

Was relevant, topical and appropriate in view of current circumstances.

Excellent. Found it exceptionally useful and illuminating. Am looking forward to delving deeper over time and getting as much as possible out of the material.

Presentation was V. Good. Not boring, sufficient interplay with audience.

Presenter is very good. Gave valuable insight into values and especially the profile. Discussions are brilliant.