

The Value Minute[®]

Content for Positive Values Reinforcement

*Thought Provoking
Self-Challenging
Character Building*



Enriching Lives – One Minute at a Time

What is The Value Minute[®] ?

- **Media Content/Product**
 - Series of recurring features
 - To be read or heard
 - Offered on a regular basis (daily/weekly)
- **Focused on character-building principles**
- **Real-life examples provoking thought**
- **Non-sectarian approach to core values reinforcement**



Who Can Use The Value Minute[®] ?

Anyone interested in Values Reinforcement

Features are focused on topics relevant for:

- **Businesses/Corporations**
- **Families**
- **Educational Institutes**
 - Educators
 - School Staff
 - Student Population
- **Faith-based /Other Organizations**



Why does The Value Minute[®] Work?

- It does not dictate a message or lead its audience.
- It's inclusive, non-sectarian and nonpartisan.
- It encourages individuals to think for themselves.

FACT: People are more likely to practice what they internalize, versus being directed or advised by an external authority.

The Value Minute[®] supports the above principle.



How is The Value Minute[®] Beneficial?

The features offer relevant, real-life, useful examples of values in practice that:

- **Provoke Thought**
- **Challenge to Self-Assess**
- **Build Character**
- **Stretch Personal Potential**
- **Optimize Personal Relationships**



Uses For The Value Minute®

- **Enhancement to Values/Ethics Training Programs**
- **Personal Growth/Life Enrichment Offering**
- **Enrichment for Partnerships/Relationships**
 - Schools-Families
 - Supplier-Vendor-Customer
 - Person-to-person
- **Discussion Topic for Chat Rooms/Web Logs**
- **Content for Radio Features/Talk Shows**
- **Material for In-Print Publications**



How is The Value Minute[®] Offered?

- **Via Electronic Media**
 - Web Content for Internet/Intranet Sites
 - Email
- **In Print**
 - Content for publications
 - Published Booklets
 - Workbooks with 30 Features for Dialogue
- **Via Audio Media**
 - Radio
 - On CD



The Value Minute[®] on the Web

- **Private/Internal Web Sites**
- **Public/External Web Sites**
- **Automated Email**
- **www.thevalueminute.com**
- **Web Logs/Discussion Forums**



The Value Minute® in Print

- **Available as content for:**
 - Newspapers
 - Magazines
 - Newsletters
- **Collections in Print**
 - **Booklet of 30 Features**
 - For Business – For Education – For Families
 - **Workbooks of 30 Features for Dialogue**
 - Roundtables for Organizations
 - Roundtables for Pondering



The Value Minute[®] Audio Features

- **CD Collection**
 - Volume 1 – 30 features
- **Radio Syndication**
- **Audio Download (coming soon!)**
 - iPod/PodCast
 - MP3/Downloadable Files
 - Listen at www.thevalueminute.com



Other Places to Find The Value Minute®

- The Book:

Maximize Your Values – They Count in Everything You Do

- Training Services:

Values Reinforcement for Organizations™ (VRO)

- Leadership/Management Curriculum
 - Team Building Curriculum
 - Work/Life Balance Curriculum
 - Corporate/Organizational Values Curriculum
- Custom Consulting Services



Who Can Benefit?

- **Corporations/Organizations**
- **Schools/Educators**
- **Families/Communities**
- **Faith-based/Religious Groups**

The Value Minute®

CHALLENGING THOUGHT
REINFORCING PRACTICE
ENHANCING RELATIONSHIPS
BUILDING CHARACTER
IMPROVING THE BOTTOM LINE

