

The Value Minute®



The Value Minute® is a media content offering that consists of recurring features focused on character-building principles relevant to our times and practical for every day life. The Value Minute® features are time-tested and provide a regular stimulus to inspire thought and dialogue about basic, core values.

The Value Minute® installments offer real-life experiences, scenarios and/or facts that take about one minute to read or hear and encourage readers/listeners to explore their own views or values relative to what has been presented. To assist the audience in the thought process, at the conclusion of each Value Minute episode, one or more questions is posed which act as a catalyst for further personal thought or dialogue.

How is The Value Minute® beneficial and unique?

- Its approach is inclusive, nonsectarian and nonpartisan.
- The features are thought provoking and self-challenging.
- Its focus is on character awareness & reinforcement, not telling people how to behave.
- It offers relevant, real-life scenarios and facts, not just what-ifs.
- The Value Minute® is not represented by or aligned with any special interest group.



Why does it work?

It works because people are more likely to practice what is internalized on their own versus being directed or advised by an external authority.

Our features support this principle by:

- Allowing individuals to think for themselves.
- Not dictating a message or leading the audience.
- Being inclusive, non-sectarian and nonpartisan.

Who can use The Value Minute®?

- Corporations, Businesses and their Employees.
- Educators and Education Institutes.
- Any organization who wishes to promote values internally or to their supporters.
- Any group or individual who wants to increase or reinforce their values awareness.



How is The Value Minute® available?

- For syndication on radio or in print.
- Via email or the internet from www.thevalueminute.com
- As content for web sites, newsletters & other publications.
- On CD-ROM (*includes a selection of 30 features*).
- In Published Booklets (*with a selection of 30 features*).
- In workbooks (*with 21 roundtables for dialogue*).
- As part of the VRO process.

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Visit us on the web at: www.thevalueminute.com