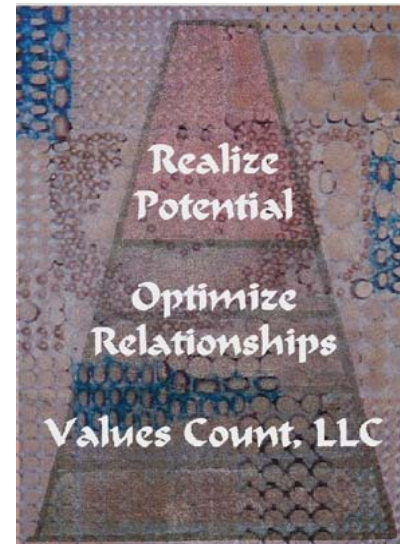


VALUES COUNT, LLC

Training
Consulting
Products
Content



**Helping Organizations:
Realize Potential
Optimize Relationships**

Who We Are & What We Do

Small Business Product & Services Company

- **Comprehensive Training Services**
 - Values Reinforcement for Organizations™ (VRO)
- **Consulting Services**
- **Content Provider**
 - The Value Minute® is the core content for all of our products
- **Products**
 - In-print & audio offerings

Our Mission: To reinforce the practice of character-building values.



Products

- **Book**
 - *Maximize Your Values – They Count in Everything You Do*
- **Booklets – 30 features per booklet**
 - *For Business - Volume I & Volume II*
 - *For Schools - Volume I & Volume II*
 - *For Families - Volume I & Volume II*
- **Workbooks**
 - *Values for Organizations*
 - *Values for Pondering*
- **CD – 30 audio features**



Example Product Uses

Human Resources Related:

- Materials for New Hire Orientation
 - Supportive of Corporate/Organizational Values
 - Supportive as a personal growth/work-life balance tool
- Resources for other HR programs (e.g., Family-related services)

Training Related:

- Additional materials to augment existing ethics/values programs
- Serve as training resources for new programs

Other:

- Management Tools
- Corporate Events



Professional Services - VRO

Values Reinforcement for Organizations™

*A Systemic Process to Reinforce a
Values-Based Culture in Organizations*

VRO is the Foundation for our Training Services:

- Complete instructor-led training solution
- Materials-only solution available for license

Includes:

- The Methodology
- The Products
- Detailed Curricula
- Guidance



Training Services

Values Reinforcement for Organizations (VRO)

- 1-day or 2-day instructor-led training workshops
- Diverse Curriculum Options
 - Leadership/Management
 - Work/Life Balance
 - Team Building
 - Corporate/Organizational Values
- Includes: Maximize Your Values book, Roundtables for Organizations Workbook, Value Minute[®] CD & *Why Values?* Whitepaper



Management/Leadership Curriculum

Day 1 Workshop Values Focus:

Integrity

Honesty/Truth

Respect

Justice/Fairness

Character

Day 2 Workshop Values Focus:

Civility

Accountability/Responsibility

Achievement

Empathy/Compassion

Gratitude

Happiness



Team Building Curriculum

Day 1 Workshop Values Focus:

Integrity

Honesty/Truth

Accountability/Responsibility

Civility

Respect

Day 2 Workshop Values Focus:

Justice/Fairness

Empathy

Gratitude

Quality

Achievement/Inclusion



Work/Life Balance Curriculum

Day 1 Workshop Values Focus:

Integrity

Accountability/Responsibility

Respect

Honesty/Truth

Happiness

Day 2 Workshop Values Focus:

Justice/Fairness

Empathy

Compassion/Caring

Civility

Gratitude

Inclusion



Professional Services - Consulting

Train-the-Trainer/VRO Consulting Solution

- 10 copies of book: Maximize Your Values – They Count In Everything You Do
- 10 copies of workbook: *Values Roundtables for Organizations*
- Materials on CD: Dialogue Guidelines Manual, *Why Values?* Paper, Participant Surveys
- 1 Value Minute CD
- 8 Hours of Consulting*

**To be used for training of up to 2 facilitators/instructors but may be used for other consulting services.*



Professional Services - Consulting

Additional Consulting Services Offered:

- Instructor Training
- Creation of customized booklets/resource materials
- Services related to the establishment of organizational values
- Services related to employee/member surveys relative to values practices
- Speaking engagements
- Services related to establishment of additional values training/reinforcement programs
- Other services as determined by the client needs



Content – The Value Minute[®]

- **Recurring features focused on character-building principles**
- **Real-life, inclusive, non-sectarian, non-partisan examples provoking thought**

A Value Minute Example:

Truthiness?

Comedy Central satirist Steven Colbert is credited with the word “truthiness.” He defined it as “truth that comes from the gut.” What do you think he means? Many people question what truth really means. Is the definition of truth subject to debate? Do we need an authority to define truth for us? Do we need to go to the dictionary or some other book to find the correct definition?

Do you practice “truthiness”? When and why?



Uses For The Value Minute[®] Content

- **Electronic Values Reinforcement**
 - Email content distribution
 - Web site content (internet/intranet)
 - Discussion topic for chat rooms/web logs (blogs)
- **Audio Values Reinforcement**
 - Content for Radio Features/Talk Shows
- **In-Print Values Reinforcement**
 - Content for printed publications
 - Newsletters, Newspapers, magazines HR/Training materials, etc.



The Benefits of Values Reinforcement

The provision of relevant, real-life examples of values in practice will :

- **Provoke Thought**
- **Challenge to Self-Assess/Self-Improve**
- **Build Character**
- **Improve Decision-Making**
- **Stretch Personal Potential**
- **Optimize Personal Relationships**



Who Benefits?

Everyone has values so *everyone* benefits

Values Count, LLC does offer some products and services packaged/tailored specifically for:

- **Businesses/Corporations**
- **Educational Institutes**
- **Families**
- **Faith-based /Other Organizations**



Why Should You Care?

It affects the bottom line!

- **Corporations/Organizations**
 - Improved productivity
 - Increased revenue
 - Enhanced/enriched relationships
 - Customer – Community – Vendor – Employee – Member
- **Schools**
 - Better relationships/interaction
 - Teacher-Student
 - Teacher-Parent
 - Teacher-Teacher-Other Staff
 - Improved student behavior
 - Increased student & teacher responsibility/accountability



Why Should You Care?

It affects the bottom line!

- **Families**

- Improved communication between parents-children
- Increase in parenting effectiveness
- More self-assured, accountable children

- **Faith-based Organizations**

- Better understanding of faith-based messages about values.
- Increased knowledge of differing values perspectives.
- Connect values thinking and values practice.



Values Count, LLC

Helping Organizations to...

...Realize Potential

...Optimize Relationships

♦ Training ♦ Consulting ♦ Products ♦ Content ♦

