



Walking the Talk: Catalyzing Organizational Values Alignment

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Current Dominant Culture

Cognitive Programming **Industrial**

- Profit and fiat currency centered
- Competitive, zero sum game
- Individual, egocentric
- Mechanistic view of the world
- Fear based- Resource Scarcity
- Culture defined at the top
- Commodification of human and other living beings into units of production/resources.
- Top down, authority and control, hierarchical governance

Desired Future State

Cognitive Unlearning & Evolution

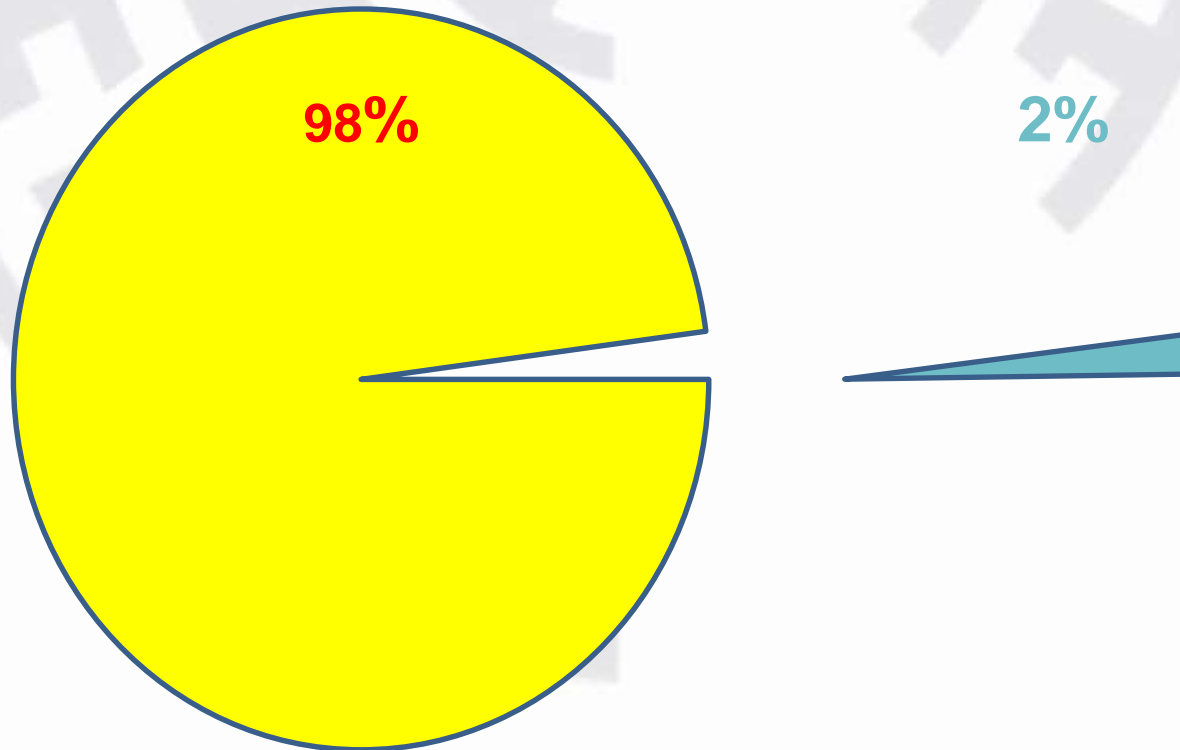
Governance by Emergent Enaction
Consultation, Facilitation, Catalysis
Collective Growth,
Adaptation and Evolution

Human Being-Centered
'Positive' Values-Centered
Cooperative/Collective
Love based- Systemic Abundance
Systemic World View
Culture Defined by All

Thrivability-Focused
Multiple Value Expressions
Design Mirrors Natural World

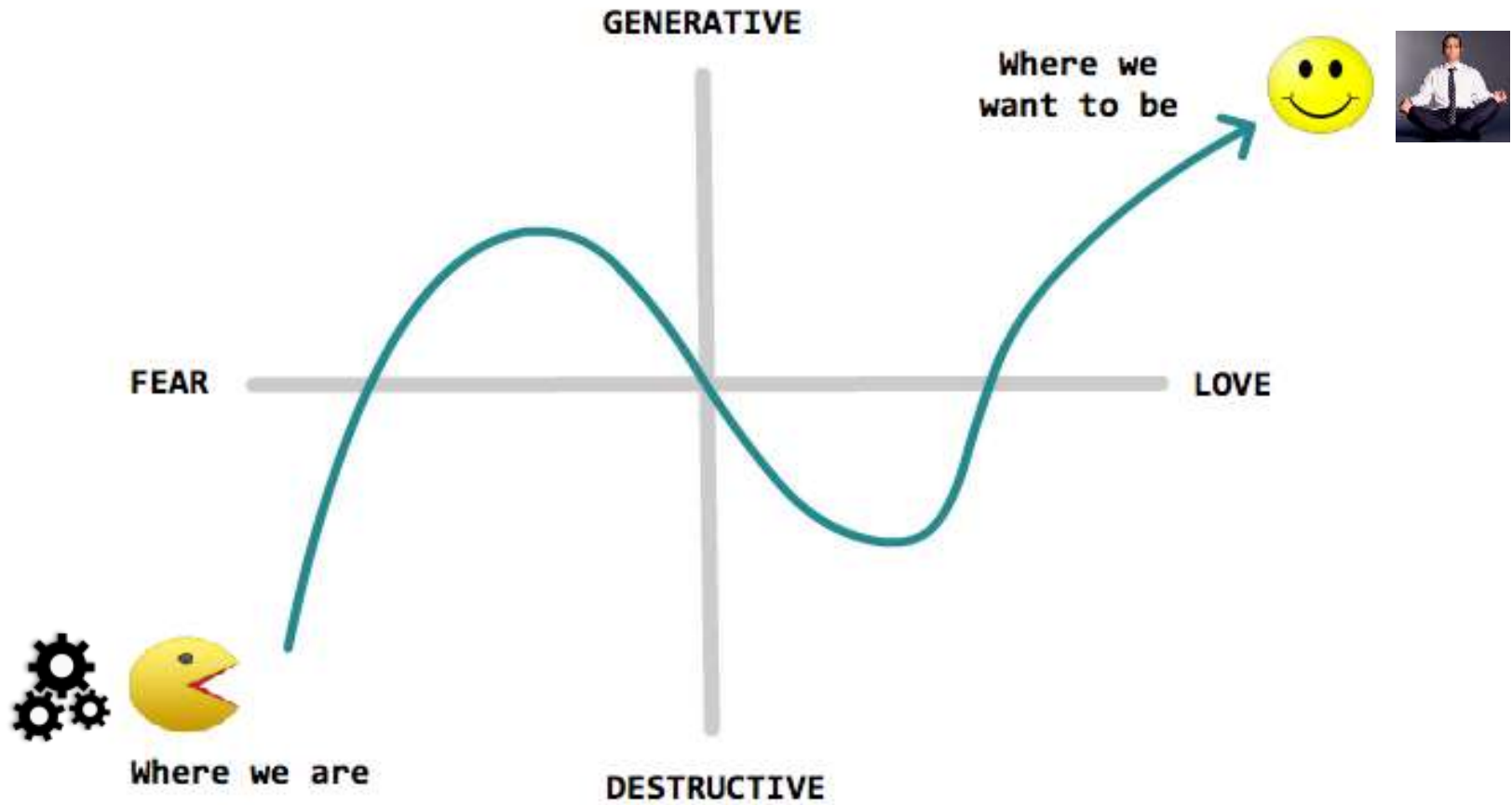
Prevailing Industrial Mindset

Emerging Evolved Mindset



**HOW MIGHT WE STOP AND REWIRE THE PAC MAN?
HOW MIGHT WE HELP CATALYZE GROWTH OF THE 2%?**

The human condition...Our Challenge



Where the rubber meets the road: Walking the Talk

Catalyzing Organizational Transformation through Values Alignment



The “**Catalyst**” approach
sparks people’s **empowerment and enaction.**
Once Catalyzed -
They determine **their values.**
They decide **how, when and where** to align
their actions with their values.

Mission Impossible?



OUR MISSION
(SHOULD WE DECIDE TO ACCEPT IT) AS
CATALYTIC AGENTS
IS TO
PROVOKE AND INSPIRE-
PULL IN
THE COMMUNITY MEMBERS. ONLY
INTERNALIZED SELF-MOTIVATION
ASSURES VIRAL PROPAGATION AND
DIFFUSION OF TRANSFORMATION
THROUGHOUT THE ORGANIZATION.

Human Values

**INDIVIDUAL AND AGGREGATED COLLECTIVE VALUES
UNDERLIE, DEFINE AND DETERMINE HUMAN ENACTIONS.**

CURRENTLY, HUMAN ACTIVITY DOESN'T WALK THE TALK.



Value Expressions

Today

Value Creation = Money Accumulation



The Goal

“Value” as Multidimensional Construct

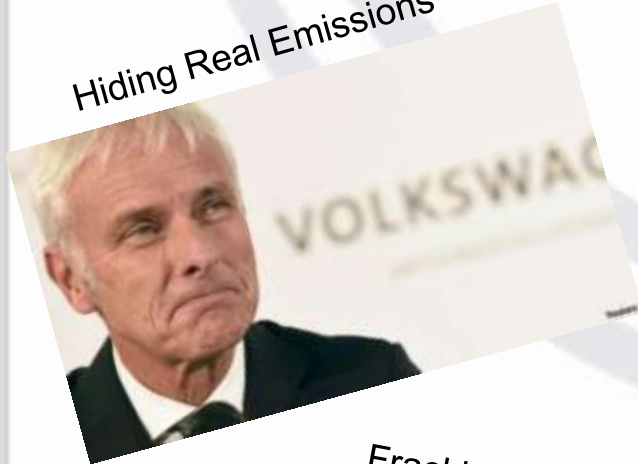
“**VALUE**”

Attentional, Connective, Cooperative,
Creative, Economic, Emotional,
Enactive, Environmental, Experiential,
Expressive, Informational, Innovative,
Masterful, Motivational, Nutritional,
Planetary, Productive, Sensual,
Spiritual, Temporal...

Values Out of Alignment

Values Misaligned = Value Destruction

Hiding Real Emissions



GMO Related
Undisclosed Health
Threats

Water Pollution
Due to Mining



Fracking



Undisclosed
Side Effects



Values Aligned

Values Alignment = Value Generation

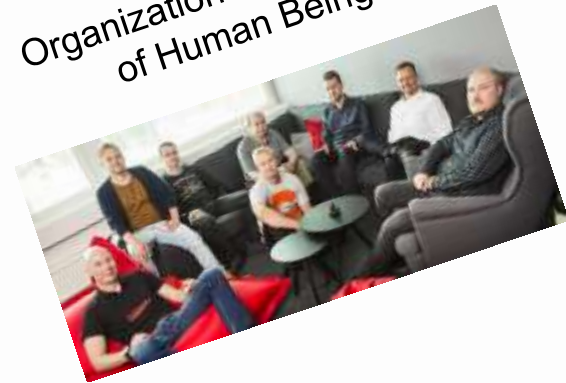
Peace Agreement
in Colombia



Patagonia: Corporate
Planet Responsibility

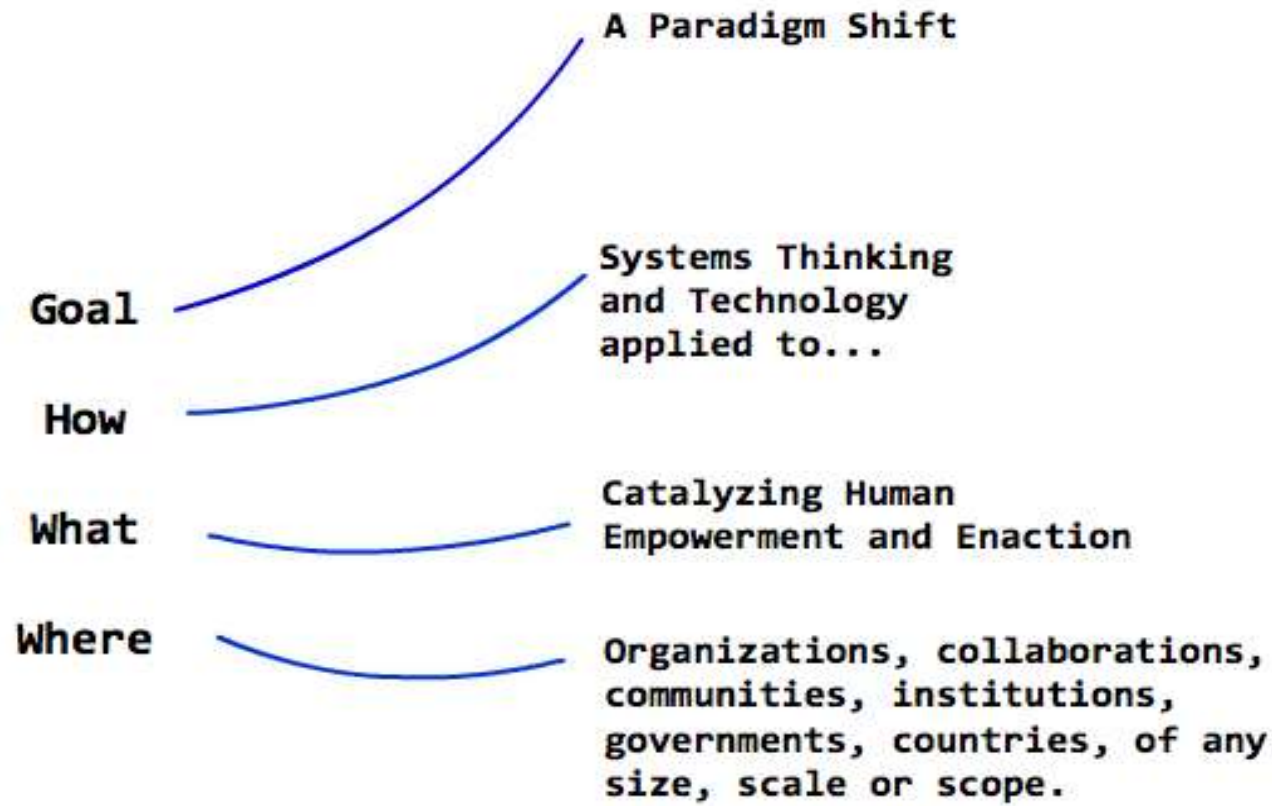


Vincit (Finland)
Organizational Appreciation
of Human Beings





Our Value Proposition



The How - Values Audit



- With research and inquiry by and of insiders.
- Approach designed by insiders.
- Mining information and leveraging existing organizational information systems.
- Audit meaning enhanced by sentiment and semantic analysis.
- Grant of authority, resources and means to support success.

The What - Values Agreement

By invitation, not coercive

Individually subscribed

Collectively defined and agreed

Inclusive and reflective of all community members

Bottom up, organization-wide generation

Sense of ownership and trust with accountability

Where the rubber meets the road- The Values Checklist



**Values Agreement derived and applied
Operationally utilized
Tool/reference informing all actions and
decisions
A living rubric for Values maintenance and
organizational alignment**

Call to Action



ARE YOU READY TO:

UNLEARN YOUR CURRENT: METHODS, PROTOCOLS, MODELS, SYSTEMS, PRESCRIPTIONS, OFFERINGS?

TRUST AND BELIEVE THAT THE ORGANIZATION AND PEOPLE WHO COMPRISE THE ORGANIZATION HAVE EVERYTHING THEY NEED TO TRANSFORM THEMSELVES AND THE ORGANIZATION?

BECOME A CATALYST FOR TRUE ORGANIZATIONAL TRANSFORMATION OF, BY AND FOR THE PEOPLE COMPRISING THAT ORGANIZATION?

SECURE THE AUTHORITY AND RESOURCES THEY REQUIRE TO OWN THE RESULT AND ACHIEVE SUCCESS?

Invitation to talk



intoxicated by possibility

hugh



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