



VALUES AT WORK

Consistent and lasting values keep businesses on course and drive profitable and sustainable growth. To create organizations that stay focused on the issues at hand and minimize internal conflicts requires a deep understanding of lasting employee and customer values. To do this, leaders must educate their managers and employees in the core social values that drive individual and group behavior and contribute to every decision made inside and outside the company.

Based on Near Bridge's highly praised new book, *The Consistent Consumer: Predicting Future Behavior Through Lasting Values*, and its proprietary research into the core values of age-based demographic groups, **Values At Work** teaches participants to understand and value the intergenerational differences held by unique "Value Populations" and shows them how to work more closely with each other to get immediate and lasting bottom line results.

Values At Work—Introductory Workshop

This workshop teaches participants:

- The nine core values of each Value Population
- Twelve key Value Population workplace attributes
- How to maximize the benefits of generational diversity
- How to increase organizational productivity
- How to build multifaceted and highly productive teams



Values At Work—Advanced Workshop

We work with clients whose employees have completed the introductory workshop, to develop client specific applications of our research to pressing areas in their workplace such as, sales and marketing, customer service, finding and retaining top talent, and developing effective benefits and incentive programs.

One- or two-day **Values At Work** workshops are available and can be delivered to groups of 25 or 125. Our flexible presentation allows for easy customization so we can create a highly tailored experience for your organization.

For information on how Near Bridge can help your organization learn about Values at Work, call us at (928) 204-9232 or e-mail us at innovation@nearbridge.com.