

Beyond Demographics: How Valuegraphics Can Help You Understand Your Workforce



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We've discovered something about people



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Something personal



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Let's try an experiment

A photograph showing the silhouettes of a crowd of people with their hands raised in the air, set against a light blue background. The scene suggests a concert or a public gathering.

Do you wear a fitness tracking device that measures your heart rate, sleep cycles, and etc?



Personal Growth



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A black and white photograph showing the silhouettes of a crowd of people with their hands raised in the air, suggesting a celebratory or enthusiastic gathering. The background is bright, making the dark silhouettes stand out.

Do you work to strangers on
elevator, and in meetings?



Relationships



A photograph showing the silhouettes of a crowd of people with their hands raised in the air, set against a light blue background. The hands are in various positions, some open, some with fingers spread, suggesting a celebratory or enthusiastic atmosphere.

Do you make a to-do list for the weekend. And then do those things?

An aerial photograph of a golf course. The image is split horizontally by a black banner. The top half shows a green with diagonal mowing stripes. The bottom half shows a person in dark clothing pushing a lawnmower across a green, also with diagonal stripes. The overall scene is bright and green.

Personal Responsibility

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Let's Dive Into Your World

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A large crowd of people at night, many holding up their smartphones to take photos or videos. The scene is illuminated by the bright lights of the phones, creating a bokeh effect in the background. The overall atmosphere is one of a large gathering or event.

We all want some people to do something

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Three Friends in an Alley at Midnight

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What we value drives what we do

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Fast Friends at Scale





Values are the most powerful force on earth

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So we turned values into data



And found three very big things



1

Demographic groups are only 10.5% similar

2

Valuegraphic groups are up to 89% similar



3

Just 56 values drive everything we do

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Family Relationships Financial Security Belonging
Community Personal Growth Loyalty Religion & Spirituality
Employment Security Personal Responsibility Basic Needs
Harmony Health & Well-Being Experiences Respect
Compassion Social Standing Creativity Trustworthiness
Security Education Tradition Balance Love Possessions
Patience Morality Righteousness Friendships Authority
Positive Environments Happiness Ambition Self-Control
Self-Expression Environmentalism Independence Wealth
Politeness Generosity Equality Service to Others
Dependability Courage Cooperation Tolerance Leisure
Influence Intimacy Political Freedom Peace Money
Unselfishness Confidence Freedom of Speech Determination



The Jason Bourne Bankers



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Convincing Canadians



The Technology Unicorns



Demographics describe
Psychographics record
Valuegraphics influence

A photograph of several large, jagged icebergs floating in a dark blue ocean under a cloudy sky. The icebergs are a deep blue color, and the water is a darker shade of blue. The sky is filled with grey and white clouds.

Let's look at some data

A large iceberg with several sharp peaks floats in a dark, choppy sea under a cloudy, overcast sky. The water is a deep blue-grey, and the sky is filled with heavy, grey clouds. The iceberg's surface is textured and shows some snow or ice accumulation on its peaks.

IFEBP Study

The Pensions & Benefits People

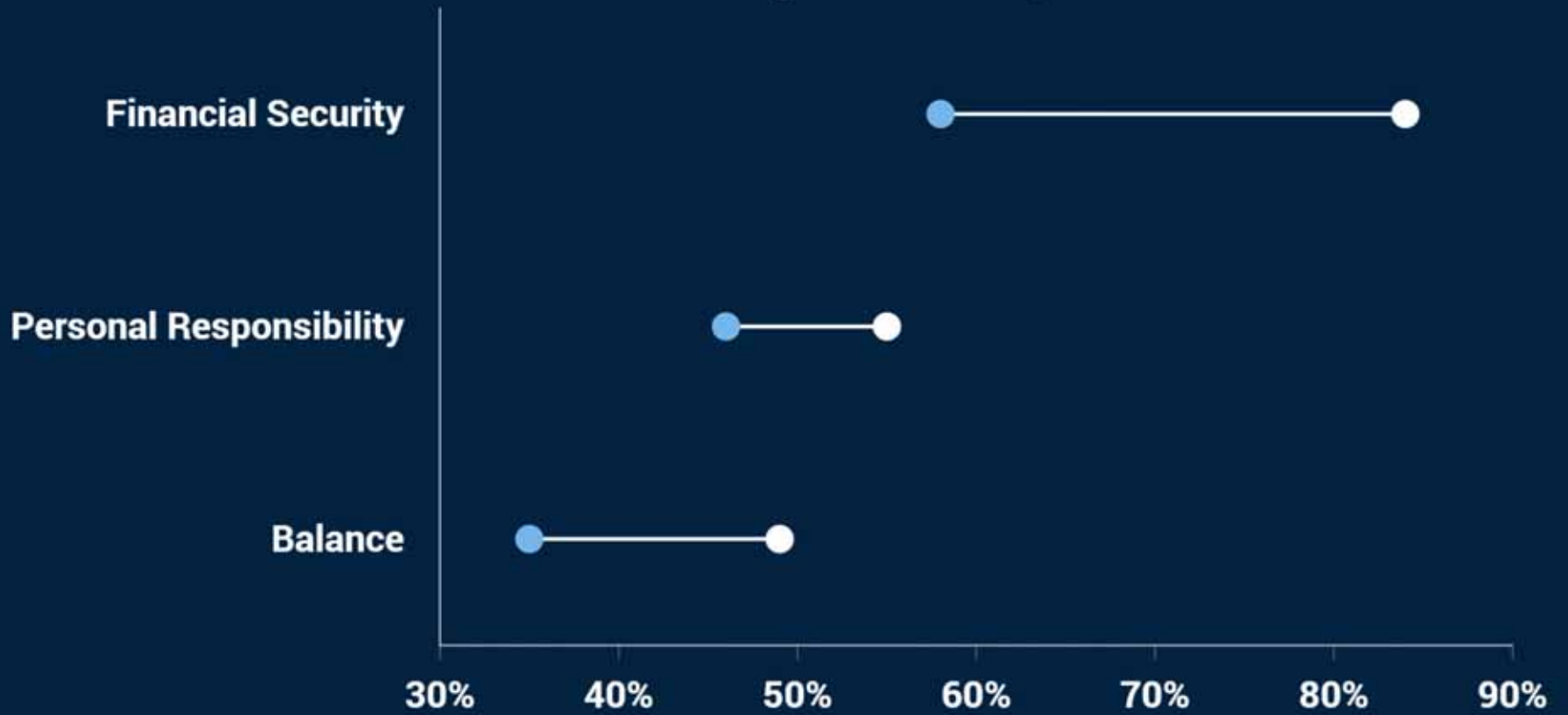
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A glowing lightbulb is the central focus, surrounded by vibrant blue energy lines that flow and swirl around it, creating a sense of power and innovation. The background is dark, making the blue light stand out.

The Power Values

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Pensions & Benefits People vs Gen Pop Canada



A large, mushroom-shaped rock formation stands on a sandy beach. The rock is reddish-brown and has a thick, rounded top that tapers to a narrow base. The sky is a clear, pale blue with some light clouds. The beach is wide and sandy, with other smaller rock formations scattered in the distance. A small dark object, possibly a car, is visible on the beach to the left.

Financial Security

For long-term stability



Retirement Coaching Programs

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Values Thinking



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Personal Responsibility

Getting things done creates stability



Milestone Achievement Awards

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Micro Workshop

How to use the shared value of
PERSONAL RESPONSIBILITY
to engage your workforce?

Balance

In all aspects of their life, for long-term stability





Personal Development Grants



Micro Workshop

How to use the shared value of
BALANCE to engage your workforce?



The guesswork is gone

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Financial Security
Personal Responsibility
Balance



How to find the right values

Custom Valuegraphic Profiles



The Three Telltale Questions

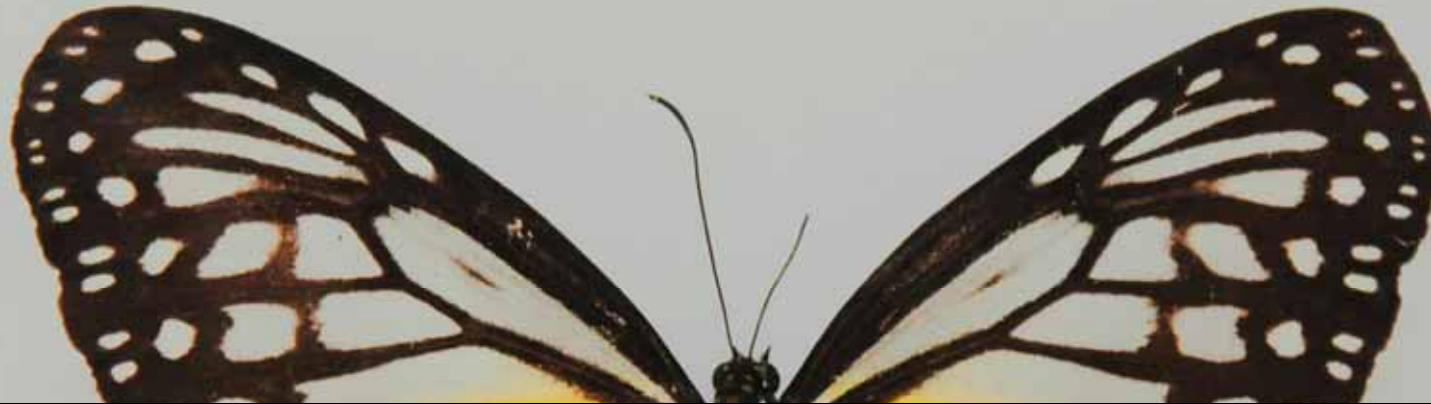
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1.
Why do you go to work?

2.
**Why would you give away
half of your lottery winnings?**

3.
**What would you say to your
10-years-ago-self. And why?**



The Three Transformational Truths





You are not your demographics



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A close-up photograph of a car's side-view mirror. The mirror's frame is black and curved. The reflection inside the mirror shows a scenic landscape: a paved road with a white dashed line curves through a dry, grassy field towards a range of dark, rugged mountains under a bright, overcast sky. The background outside the mirror is blurred, showing more of the same landscape.

You are not your psychographics

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You are your values



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HUMAN VALUES TOOLKIT





But this is bigger than all of that

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Demographics confirm stereotypes

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Stereotypes perpetuate problems

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But here's the good news



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If we just change the way we look at ourselves

A photograph showing the silhouettes of three people from behind, looking out a large window. The scene is backlit by a bright sunset or sunrise, creating a warm, golden glow. The people are positioned in the foreground, with the window and the sky beyond. The sky is filled with soft, wispy clouds. The overall mood is contemplative and serene.

It will change the way we look at other people



Our values will unite us



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And we will change the world



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Session Evaluation



**Values are the answer.
Let's put them to work.**

DAVID ALLISON
Values-Driven