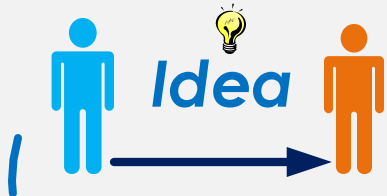


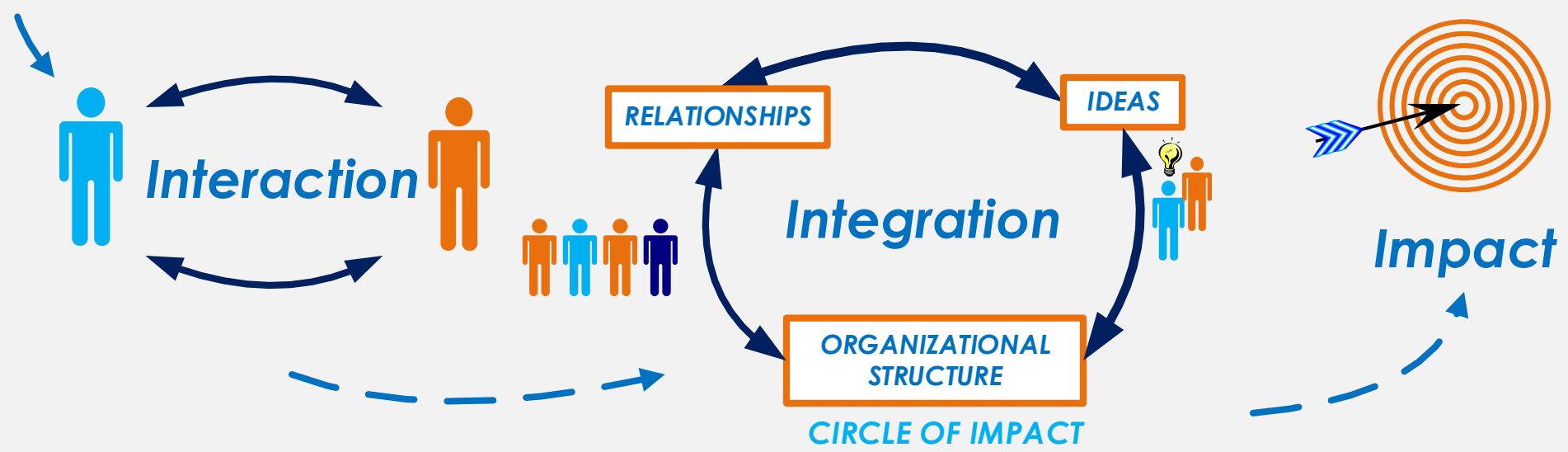
Values 2.0: The Interaction Paradigm

A Conversation Guide to Strengthening Organizations

Start here ...



The Role of Values in Organizations.
Past - Values 1.0: Idea – Icon – Irrelevance
Future - Values 2.0: Idea – Interaction – Integration – Impact



Values	Idea	Interaction	Integration	Impact
Values are Ideas that provide meaning, purpose and identity. Values are the unifying force in organizations.	Conversations begin with the exchange of ideas and shared interests.	Conversation discovers interpersonal connections through ideas and social objects..	Shared values are integrated through processes of communication, decision-making, and evaluation.	A difference that matters is achieved through the integration of values.