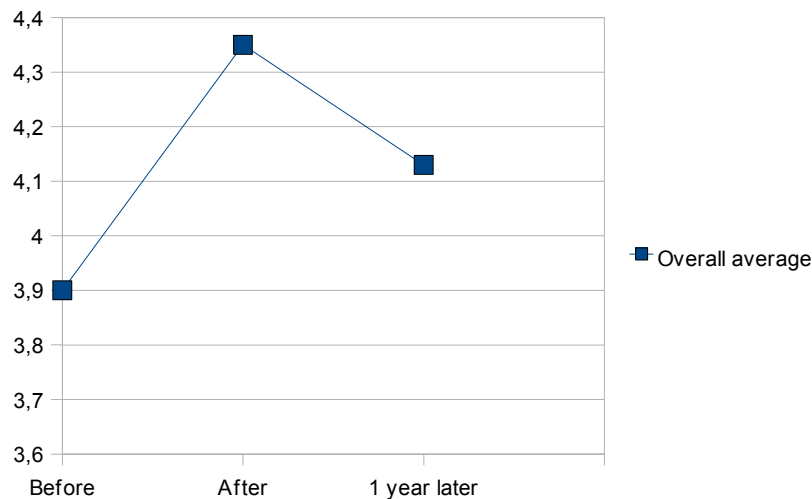


MISE Values day – research into effects

This report gives an overview of results from research carried out to measure the effectiveness of an experiential values implementation programme.

	Before	After	1 year after
Average score (0-5) over the 10 questions	3,9	4,35	4,13



Conclusions

- 1) There is evidence to suggest that the experiential programme led to a significant and lasting change in the participants' opinion of how well they understood the company values. The initial shift from a 3.9 to a 4.35 average represents an 11.5% improvement across the group. The “one year” average of 4.13 still represents a 5.9% improvement in comparison to the base measurement before the course.
- 2) The immediate impact of the programme was to raise all average scores above the 4.0 mark. This was significant as according to the questionnaire a score of 3 indicated “neither / nor” whilst a score of 4 indicated agreement. Even after a year's gap, only one question out of the 10 had seen its average fall below 4.0 again.
- 3) Future research should include a control group to differentiate between effects of the course and the effects of working on a daily basis in the company.

Recommendations

- 1) Experiential programmes are more effective than traditional classroom based lecturing / teaching when it comes to values implementation in companies. This is because experiential courses target changes in behaviour and not just in knowledge.
- 2) Courses should be tailor-made in close cooperation with the customer company. Off-the-shelf products will not provide the same levels of change in behaviour/attitudes, or the same levels of retention several months after the course.

For a free copy of the full study with data and detailed comments please email us.