



Value Orientations (VO)

Holistic. Insightful.
Effective.



cognadev

Who is Cognadev?

And how can we help you?

Cognadev addresses a need in the talent management market for fair and valid ways to holistically and cross-culturally assess the psychological functioning, competencies and cognitive potential of individuals in the work context and in higher educational environments. With a focus on the skills and undeveloped potential of people, the contextual requirements of work, gap analyses and people development, the aim is to optimise the matching of people and work, and thereby organisational viability and socio-economic or societal impact.

Through innovative, world first, interactive and cloud-based assessment techniques we offer cost effective on-line psychological evaluation, scoring and reporting. Our products aim to assist organisations to improve their talent management initiatives including: recruitment, selection, placement, performance management, team compilation, succession, people development, remuneration and data analytics, all of which are aimed at leadership identification and development, organisational culture management, job- and organisational structuring, intellectual capital management, and virtual talent pool solutions.

“ There is, however, a company called Cognadev, which has done fantastic work in creating instruments to put people management decisions on solid ground, and if you have good people there is no limit to what you can achieve. ”

- Johan Gevers, Founder and CEO Crypto City, Zug Switzerland



Cognitive
Process Profile



Learning
Orientation Index



Value
Orientations



Motivational
Profile



Performance Risk
Profile



Contextualised
Competency Mapping



Integrated
Competency Report



Value Orientations (VO)

A Psychological Assessment Tool:

It measures a person's level of awareness, worldviews as well as the perceptual and organising frameworks on which their perceptions, decisions, emotional responses and behaviours are based.

Impact of Values

One's values/worldviews determine one's goals, perceptions, decisions and behaviour. It underlies group and organisational culture. Values guide one's adaption to the world.

Typical HR Purposes

Organisational culture | Talent management | Diversity |
Personal and team development | Person-job matching | Employee engagement

Applications



- Selection and placement
- Identification of Leadership potential
- Team compilation
- Diversity management
- Organisational culture initiatives
- Personal and team development
- Organisational transformation
- Strategic viability and sustainable societal impact



Features

- Automated and web enabled: on-line assessment
- Takes 30 minutes to complete
- Non-transparent, questionnaire cannot be manipulated
- Not based on self report but the criteria of altitude, resonance and consistency
- Metric properties well researched
- Sound theoretical foundation
- Cross-cultural application
- Comprehensive report
- Clear indication of a person's worldview and perceptual systems
- Developmental guidelines provided



Benefits

- Valid and reliable (a technical manual is available)
- Quick and easy - report available immediately
- Assesses value orientation / cultural memes of people
- Assesses the organisational / team culture
- Required for talent management purposes
- Applicable across cultures
- Optimises employment and placement decisions
- Enhances team cohesion and productivity
- Improves the agility of organisational responses
- Ensures employee engagement
- Aimed at identifying leadership potential
- Facilitates and enhances leadership

“ In both corporate HR succession planning and executive coaching, I have repeatedly witnessed how the VO and MP have transformed people and reshaped lives. They are simple, fun and powerful instruments for personal insight and lasting impact. ”

- Selena Betton, Executive Coach - Zurich, Switzerland



The VO Measures

- Levels of consciousness and awareness
- Worldviews
- Perceptual systems
- Decision making frameworks
- Valuing systems (what is regarded as good, true, beautiful, important)
- Core intelligences
- Cultural memes



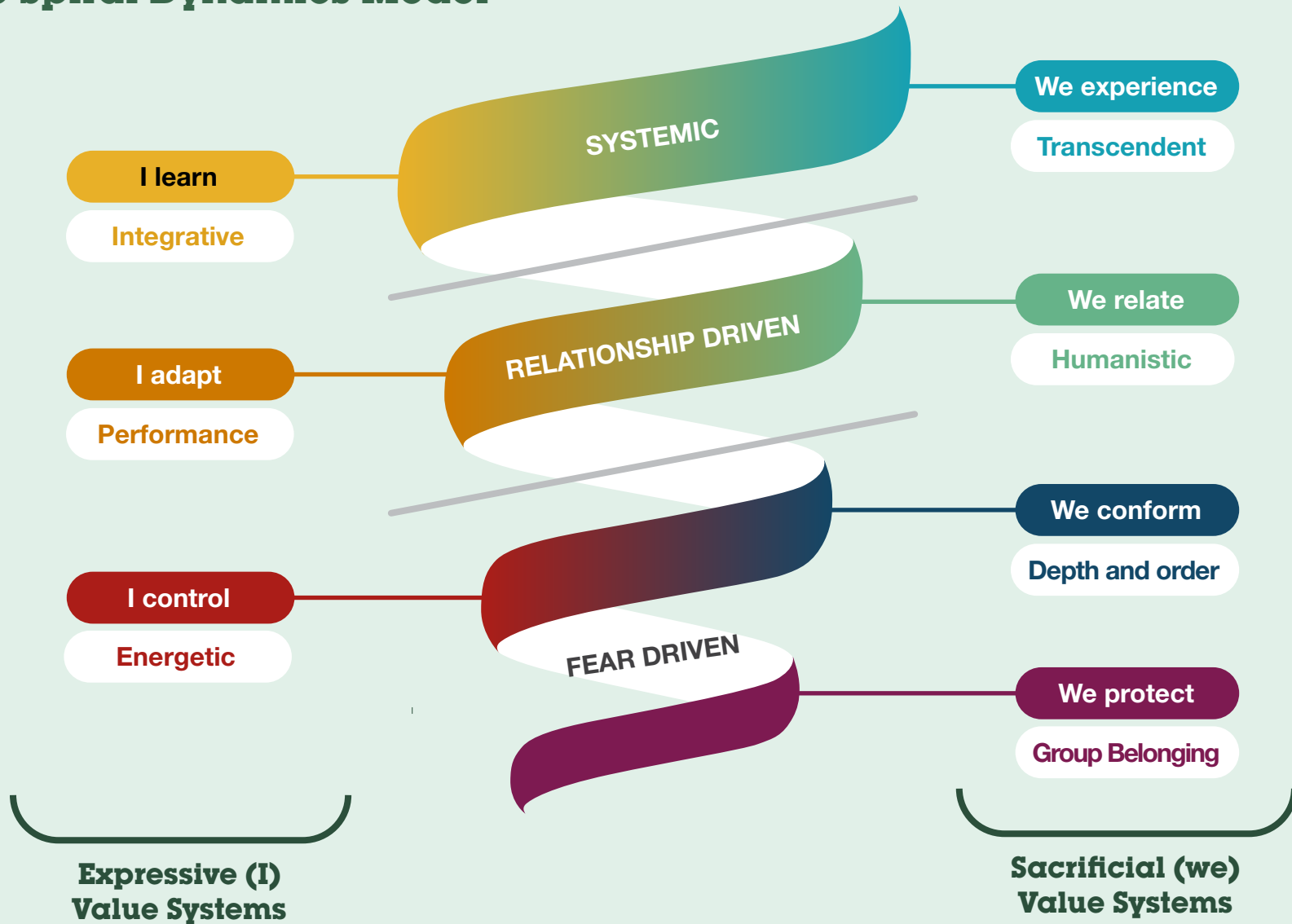
Theoretical Foundation of the VO

- **Clare Graves:** Spiral Dynamics
- **Ken Wilber:** AQAL & spiritual development
- **Loevinger:** Ego states
- **Gebser:** Structure of human consciousness
- **May:** Whirl consciousness model
- **Kohlberg:** Moral development model
- **Perry & Piaget:** Model of intellectual development
- **Kegan & Torbert:** Psychological development
- **Myss:** Models of spiritual awareness

“ The Company has in the past capitalised on costly interviews and assessment center methodologies for executive selection, placement, personal development and succession purposes. Cognadev has, however, offered the organisation an innovative and holistic leadership assessment approach which has been well received by the executives assessed, the Executive Committee and the Board. Based on the value add of the Cognadev approach we were able to extend the scope of the assessment initiatives. ”

- Holcim Group Services Ltd, Willie Smit, Group Head Human Resources

The Spiral Dynamics Model



The VO Assessment: Item

Here is an example:

What would you do when threatened?

Stem

a. I would run away

b. I would fight back

c. I would not respond at all

d. None of the above

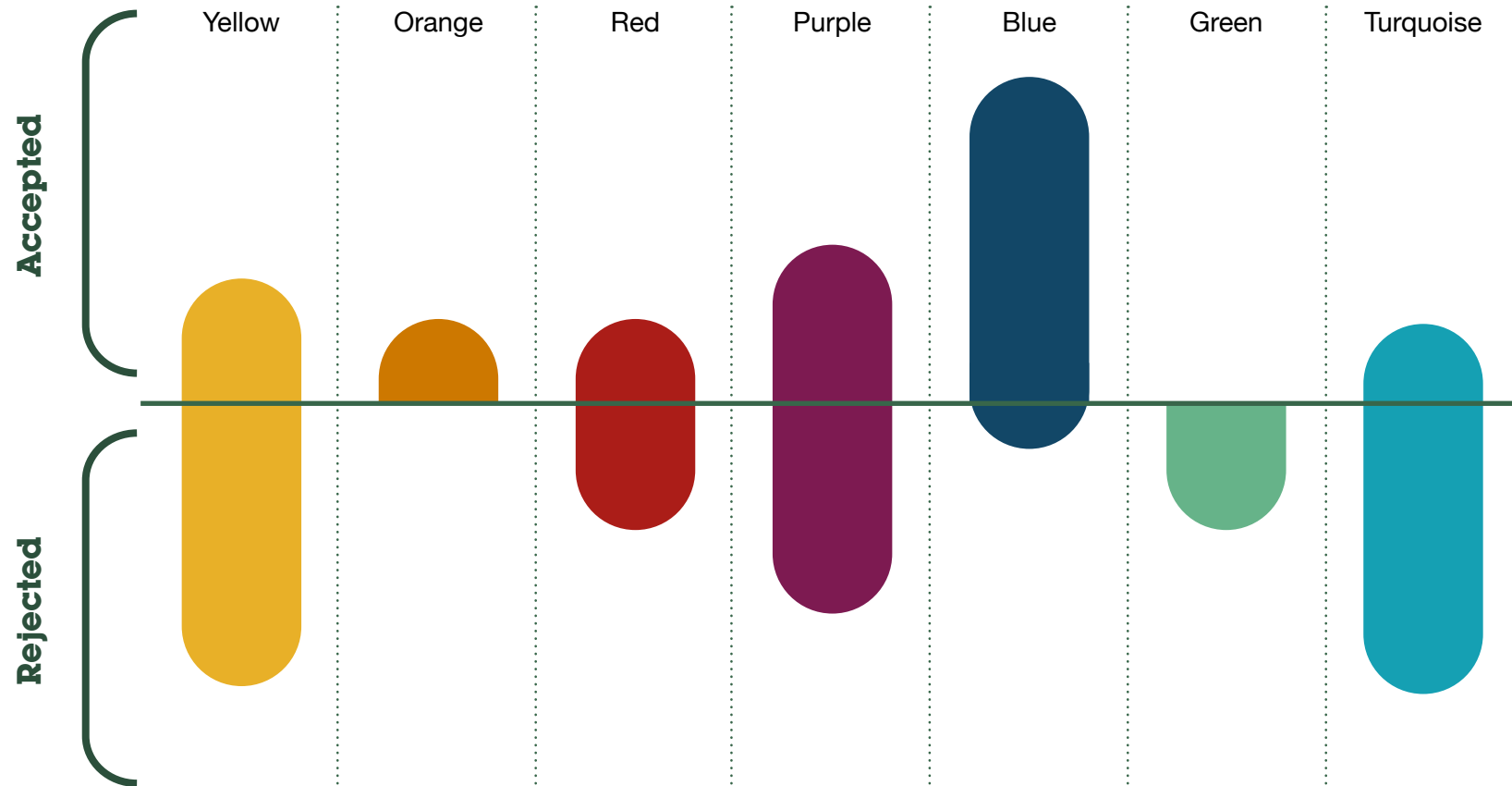
Least applicable

Most applicable

Items

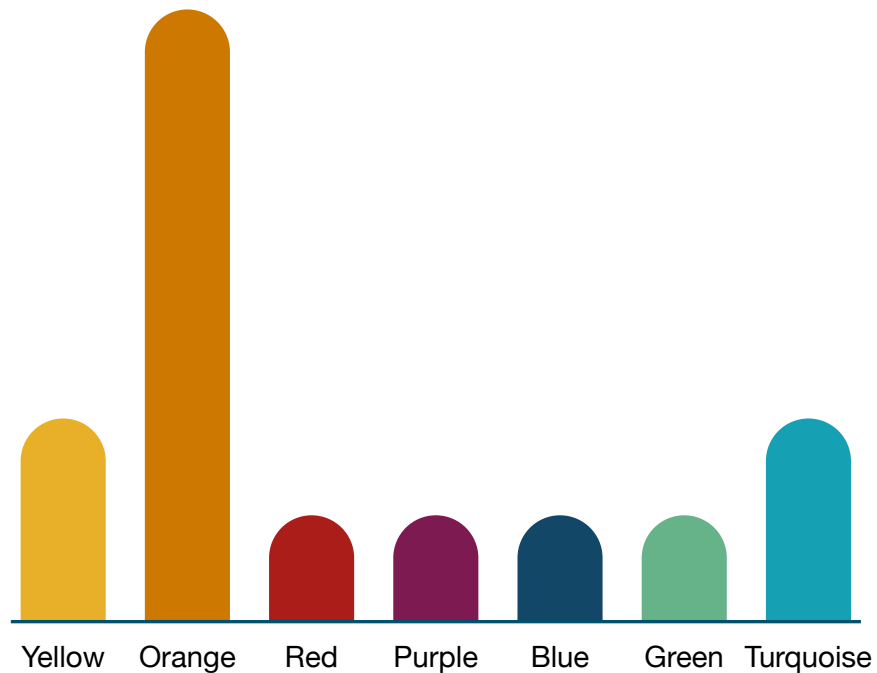


The VO Report: Graphic



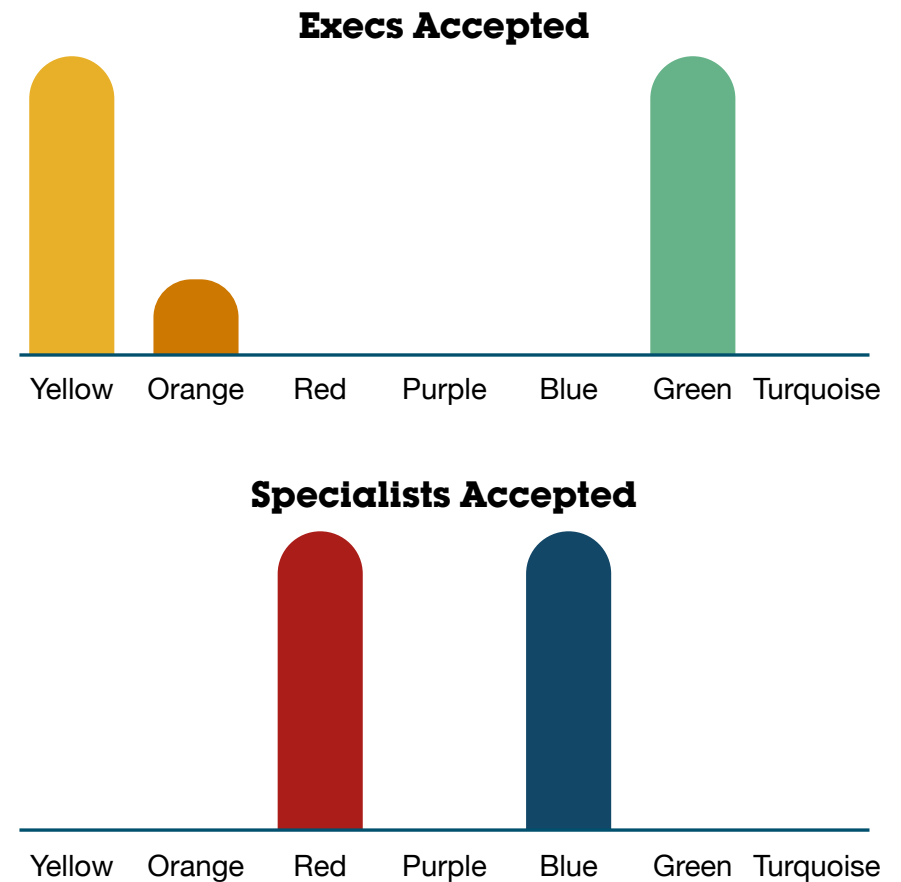
VO Case Study 1: Execs, Manufacturing

Organisational culture based on VO
results of executives globally [n = 400]



VO Case Study 2: Execs & Specialists: Regulatory Body

Executive (Yellow-Green) versus Operational (Blue-Red) value orientations in a Public Regulator



Research

The VO Technical manual reports on the following metric qualities of the VO:

- Concurrent validity
- Predictive validity
- Reliability
- Descriptive studies of samples across
 - Regions
 - Career groups
 - Career levels
 - Industries
 - Divisions in one organisation

VO Practicalities



Duration

Approximately 30 minutes



Responses

Slide to indicate degree of preference



Material

Online assessment



Administration

Online nomination,
non-proctored/assessment



Test language

English, French, Russian, Chinese,
Polish, Dutch, Italian, Portuguese,
German and Spanish



Report

Automated full and brief reports
available in specific languages



Accreditation

Required for interpretation and
feedback

“ We have used Cognadev’s services extensively for more than a decade. They have always given us efficient service and their staff have always maintained high levels of professionalism. We use the CPP throughout PwC ZAR and are expanding its use into other regions in Africa. We have found it to be an invaluable tool that validates itself over and over. The VO also provides us with important insights into what motivates staff.

**- Dr Portia Maphala, Senior Manager HR,
PWC (ZAR & Africa)**

Contact Us

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