

“ The experience of being valued is the key to sustained success”

value THE person  <sup>TM</sup>

Value the Person is the brand name for companies involved in management consultancy, training and development.

Value the Person also has registered charities in the UK and Albania.



# value THE person <sup>TM</sup>

At Value the Person International we provide Consultancy and Training to help organisations and individuals attain amazing results through the application of simple but effective techniques, giving each person the experience of being valued.

Independent research confirms that how much people feel valued at work is directly linked to productivity, profitability, customer loyalty, staff turnover and safety.

Value the Person is built on a history providing double-digit productivity increases, higher profits, lower staff turnover and greatly improved quality.

# The Mission

Value the Person International was formed in Europe by Jim Cowan and Gavin Cargill in 1999. This “movement” evolved from Value of the Person Consultancy set up by Wayne Alderson in Pittsburgh, USA in 1974. This followed the dramatic turnaround of an ailing steel plant in Pennsylvania, using the “Value the Person” principles.

Value the Person is a global management consultancy business, a training and development company, a people assessment business and a registered charity in the UK and Albania.

Value the Person has a vision to see every person, every organisation, every community and every country adopting a Value the Person ethos and experiencing a different kind of culture that maximises everyone’s contribution.

This fresh mission required a new set of tools and new approaches to identify individual talent, develop leaders and maximise individual and team performance. To help us, we ensure that our practices are underpinned by the latest research findings on personal and organisational development.



# The Aims and the Approach

Value the Person's mission is to help people become great leaders, great managers, help individuals achieve their sustained personal success and teams maximise their potential.



# How do we do it?

We do this by helping leaders and managers develop themselves, their organisations, their teams and individuals, by giving them:

- The keys to identifying their talents and the talents of others.
- The knowledge to create a great team and a great organisation.
- The skills and knowledge to be a great leader.
- The knowledge and techniques to be a great manager.
- The approach to effectively manage themselves and their available time.
- Models to gain and sustain peoples' proactive contribution to changing and improving an organisation.
- The necessary system to select people who will actively contribute to the success of the organisation and to be fully motivated in the role for which they were selected.

Our approach in all that we do is to promote a Value the Person culture, developing a different kind of self-propelled workforce by creating a different kind of leader, manager, team and organisation.

We impart the skills and knowledge of selecting, growing and inspiring people to create this different kind of workplace culture that maximises productivity and motivates people to give extraordinary performance each day.



# The Experience of being Valued

*"Only the person who receives the experience of being valued can sustain success."*

We have always passionately believed that to value the person was the right thing to do.

Now we can demonstrate from independent evidence, from extensive research such as that undertaken by the Gallup Organisation, that customer satisfaction, profits, productivity, employee loyalty and safety can only be sustained in an environment where the experience of being valued is real and embedded in the culture.

From Silicon Valley in California to post-communist Albania, from the financial institutions of the UK to war-torn Rwanda the message is the same; "The need to experience being valued is at the core of all success, growth and reconciliation".



# Principles

The journey towards Value the Person as a reality in a business, an organisation, a community, a family or an individual life always starts with change.

Our aim is to provide a compass to help others change, grow and be engaged at work to achieve personal fulfilment. [‘To be engaged’ means to be focused in channeling all your available efforts and talents into what you’re doing.]

The four points of this compass are contained in the following principles through which individuals, organisations and communities can achieve fulfilment and their destiny.

## “Four key principles underpinning all we do.”

**1** Everyone is unique and we are fulfilled when we maximise the use of our talents.

**2** Everyone is capable of being a leader since leadership is about influencing people positively and we are all capable of this.

**3** Great leaders ‘engage’ people because they realise engaged people are the most productive.

**4** We are born with talent but our character is a question of choice. Since sustained success is a question of character and talent, we need to develop character as well as our talent to be successful.





# Principle 1

## Uniqueness

Each of our brains is designed differently and, therefore, we are only really happy when we are doing the things for which we were programmed.

This principle states that, if we are to realise our potential, experience personal success and maximise our contribution to what we do, we must identify what our unique talents are.

In order to maximise the contribution of a person in an organisation, leaders must seek to match people to jobs for which they are suited.



# Principle 2

## Leadership Is Influence

This principle states that everyone can be a great leader because leadership is about influencing people positively.

Although we may never be the next Martin Luther King, we can all learn how to influence the people within our given circle of colleagues, friends, family, etc. because "leadership is not a position occupied but an influence exercised."





## Principle 3

### Engagement

Research tells us that, because they are operating in an environment where they are experiencing being valued, engaged people give their best and operate at maximum productivity levels. Productivity, customer satisfaction, profit, employee morale, safety and quality outputs are all directly linked to 'engagement'.

As great leaders and managers intuitively know, this principle states that it's engaged people that make the difference between good performance and great performance



## Principle 4

### Character

Success is not just about releasing talent, great leadership, and engaged people. It is also about making the right choices. Individuals that make a difference have character, that is, act with integrity and, even in the most difficult times, do the right thing, have a positive attitude and exercise self-discipline.

# Value the Person Services

Mentoring & Coaching  
Talent Development  
Business & Management Development  
Talent-fit Recruitment & Selection  
Employee Engagement & Motivation  
Business Transformation  
Change Management  
Management Succession Planning  
Small Business Development



# What Our Clients Say

Value the Person International does not pretend to have a “normal” relationship with our clients. Instead we are motivated to build a relationship (- some might call it a friendship) with our clients, so we are focused on helping them solve their problems, to walk with them through the hard times and to share the good times with them, also.



**\*Value the Person builds relationships with clients and customises our approach.**

Value the Person has for many years worked in the Middle East, helping clients such as Shankland Cox (Architects) develop their leaders, their structure and their culture, in line with the Value the Person principles:

*“Over the years we have developed a thoroughly effective relationship with Value the Person, as they have gone the extra mile to help us*

*grow our business, by re-structuring our organisation, developing our managers and a Value the Person culture.”*

*Phil Logan, MD, Shankland Cox Limited - Third biggest architectural practice in the Middle East.*

*“Our relationship over the last two years with Value the Person is not a typical client – consultant relationship but a personal one. They have been instrumental in helping us take a new look at how we enhance the bottom line. With their help, we are developing our people to maximise their motivation and talents, and our culture to give us sustainable future success.”*

*Mr Mike Sparks, Chairman, GMD Limited - Car Sales.*



**\* Value the Person transcends geographical and cultural boundaries.**

*“Jim Cowan (Chairman, Value the Person International) worked in the GDR (Germany) to help us adopt a more people-centred culture that has facilitated our growth into a global environmental consultancy business. His approach was about building personal relationships with our key managers and was customised to take account of our history and our organisational strengths. Today we are reaping the business rewards of this significant work.”*

*Dr Volker Ermisch and Dr Norbert Meinert, Joint MDs of HGN GmbH*



*“We in the Tirana Municipality are grateful to our friends in Value the Person who have worked in Albania to transform our capital city’s municipality into a more efficient and effective organisation by helping us to move to a Value the Person culture and by developing our key leaders.”*

*Edi Rama, Mayor of Tirana, Albania (Voted City Mayor of the World 2005 and leader of the Socialist Party of Albania.)*

**\* Value the Person helps companies, big or small, enhance their performance by focusing on their people’s contribution.**

*“Value the Person has for many years worked in Northern Ireland, helping companies such as ours, Lagan Holdings, to develop their leaders, their culture and, most importantly, to help them bring commercial success. We are grateful to Value the Person for their partnership over these many years.”*

*Michael Lagan, Group MD, Lagan Holdings.*



*“We are a small business in a small corner of the UK and so we have been amazed that the Value the Person principles and their focus on our people, that they apply so effectively in large international businesses, have been so helpful in developing and growing our small business, our senior management team and our key people.”*

*Seamus Carmichael, MD, Silotank Limited.*

*“The IoD has continually encouraged members to adopt people-centred cultures as the best means to achieve lasting success. This is not the easiest way of achieving success - but it is the most sustainable! And, of course, we try to take our own medicine! - “Value the Person” principles and ideas have helped me to think of new ways to grow and develop teams, one person at a time!”*

*Mr Jonathan Cummins, Marketing Director, The Institute of Directors (UK)*

# Some of the Value the Person Personalities



**Wayne T. Alderson - Founder and CEO, Value of the Person Consultants, USA**

Wayne T. Alderson is founder and CEO of Value of the Person Consultants in Pittsburg, that is on the fast track of forging new ground in quality and productivity enhancement, and leadership development. Wayne is recognised as business spokesperson, seminar leader and motivational speaker, regularly appearing on national TV.

**Jim Cowan - Co-founder and Chairman, Value the Person International**

Jim Cowan is co-founder and Chair of Value the Person International. For many years Jim was an Organisational Development Director with Northumbrian Water Group/Suez Lyonnaise and has more than twenty years experience of enhancing the performance of major UK and global companies. He has a proven track record of delivering improvements in the bottom line in both SMEs and large companies.



**Gavin Cargill - Co-founder and Director, Value the Person International**

Gavin Cargill is co-founder of Value the Person International and has operated in the area of employee motivation. Gavin is a much sought after motivational speaker, seminar leader, conference facilitator, mentor and coach. For many years Gavin has very successfully bridged the divide between the corporate world and the not-for-profit sector. For example, he has been guest speaker at national events, such as, Scottish Mutual annual event, Countrywide Investments annual sales conference, PIMS International, Finance Directors UK Forum, and the National Association of Hospice Management.

**Professor Ken O'Neill - Chairman, Value the Person Training and Development Company**

A world-renowned expert in entrepreneurial leadership development and small businesses, Ken is currently Professor of Entrepreneurship and Small Business Development at the University of Ulster, where he has played a central role over many years in the expansion of the university's pioneering activities in these fields, with particular emphasis on management training and development for owner-managers. Ken is the author and editor of numerous books, has extensive international consultancy experience and is the first person to have been awarded the Queen's Lifetime Achievement Award (2005).



**Norman Crawford - General Manager, Value the Person Training & Development Co.**

Norman has extensive experience in the delivery of professional human resource management programmes and short courses. He has a specific interest in leading and managing change and in team development having mentored and facilitated learning in these particular areas.



Professor David Johnson - Commercial and Social Entrepreneurship, Leadership and Personal Development Specialist

David is a Chartered Psychologist who is renowned for his unique ability to build bridges between the worlds of psychology and business. He was the founding Director of the highly innovative Barclays Centre for Entrepreneurship at the University of Durham, U.K. and has worked closely with the British Government and the European Commission on the promotion of entrepreneurship leadership and innovation at all levels. David is a well-respected coach to senior managers, executives and executive teams, with interests in commercial and social entrepreneurship, leadership and personal development.

Tony Foster - Senior Value the Person Consultant



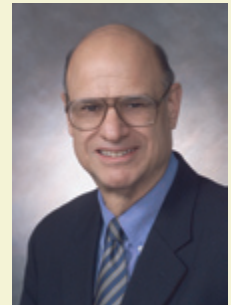
Tony has many years commercial experience at the head of professional organisations. As a Senior Consultant, Tony has contributed to the Value the Person business for many years. Our clients appreciate his vast commercial experience, his skills in mentoring and coaching senior executives, and his considerable expertise in re-structuring organisations to enhance effectiveness and commercial performance.



Professor Richard Harrison - Organisational Development Specialist

Richard is Management and Research Director at the School of Management and Economics at Queen's University Belfast. He has also taught business strategy and entrepreneurship in Argentina and China. His core research interests include entrepreneurial finance, particularly venture capital and informal venture capital, organisational learning and knowledge management, and technology transfer and academic entrepreneurship.

Dr Anthony Campolo - President, Value the Person International



Tony Campolo, professor emeritus at Eastern University, is a world-renowned speaker whose bright and humorous style has led him to many guest appearances in the mass media, including The Mike Douglas Show and Good Morning America. He has also provided spiritual guidance to President Clinton and is the founder of an organisation that develops schools and social programmes in various third world countries and in cities across North America. He is the author of many best sellers, his most recent being Speaking My Mind. Dr Campolo is a regular speaker at US Value the Person events, explaining how the Value the Person principles and concepts apply as much in the home as in the workplace.



Jill Garrett - Leadership Specialist

Jill Garrett is currently Director of Leadership Development at Caret's Consultants and is one of the foremost authorities on leadership development. She works with national and international leaders in business, the church, voluntary and government organisations. Her passion is to enable others to recognise and realise more of their potential. In partnership with the DTI, Jill has been the lead researcher and designer of the Inspirational Leadership tool to help leaders to give effective organisational leadership. During her previous career Jill has been Managing Director of the Gallup Organization.



# Engage with us

Our approach is to tailor our offerings to the needs of individuals and businesses.

We are not primarily a product-led organisation but do recognise that the 'short course or intervention' is appropriate at various times. Our offerings vary from client to client and programmes can range from half-day to three-days, either in-house or on an open basis.

We believe that, typically, staff development challenges progress along a continuum. These challenges can range from increased awareness to knowledge acquisition and skills development, through to behavioural change and cultural re-orientation. Effective learning requires a range of delivery methods at various stages of the development process using talks, seminars, courses, mentoring and coaching.

Expressions of interest are followed up by our staff or our partners/associates to enable us to fully understand their requirements and agree a customised approach to tackle their issues, and to assess their expected outcomes.



Partners/Associates in

U K

I R E L A N D

A L B A N I A

C Z E C H R E P U B L I C

U A E

R W A N D A

U S A

A U S T R A L I A

**Value the Person International Ltd**

4 Coniston

Vigo

Chester-le-Street

County Durham

DH3 2LB

United Kingdom

Phone : +44 (0) 191 4104457

Fax : +44 (0) 191 4104457

[mail@valuetheperson.com](mailto:mail@valuetheperson.com)

[www.valuetheperson.com](http://www.valuetheperson.com)