

GIVING VOICE TO VALUES

An action-guiding approach towards ethical leadership

WHAT IS GIVING VOICE TO VALUES?

Giving Voice to Values (GVV) is an innovative and meanwhile global approach to values-driven leadership development in business education and the workplace. It was developed by Prof. Mary C. Gentile and is applied all over the world. GVV is based at the University of Virginia-Darden School of Business, having been launched by the Aspen Institute as Incubator & Founding Partner, with the Yale School of Management; then supported at Babson College. Drawing on actual experience and scholarship, GVV fills a long-standing critical gap in the development of values-centered leaders.

Giving Voice to Values is not about persuading people to be more ethical. Rather it starts from the premise that most of us already want to act on our values, but that we also want to feel that we have a reasonable chance of doing so effectively and successfully. This pedagogy and curriculum are about raising those odds.

Rather than a focus on ethical analysis, Giving Voice to Values is an action guiding approach that focuses on ethical implementation and asks the questions:

- How can I live up to my values?
- What if I were going to act on my values?
- What would I say and do?
- How can I do this most effectively?

WHO IS USING GVV?

GVV has now had over 1.050 projects in education and business settings on six continents. Designed for use in graduate business curriculum, the approach has moved well beyond that. Some of the many companies and organizations that have invited to lectures and / or GVV practice are among others: Lockheed Martin, Unilever, Consolidated Edison, Bertelsmann, Magnetrol, General Mills, Prudential, Northrup Grumman, WalMart, General Dynamics, Chemonics, National Grid, Mayo Clinic, Kaiser Permanente and the World Bank.

GIVING VOICE TO VALUES – EUROPEAN HUB

The European Hub is the European competence center for GVV. We undertake research in this area and create case studies in collaboration with Prof. Gentile. Moreover, we offer tailored GVV courses for entrepreneurs, business leaders and other decision-makers, who want to use the GVV methodology.

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