VALUES

EAE Learning objectives for this lesson

Familiarise yourself with the vocabulary of the IKEA values in English. Practice using it and putting the values into practice. Learn soe new introductory words. Comprehensions activities.

Activity One - Read the text and answer the questions:

Words mean different things to different people. So when a corporation, with the best intentions, wants to communicate its values to its workforce, it can be challenging to find the right words. A lot of work has to be done to give meaning to these words and to bring them to life and make them an every day reality.



Here are the IKEA values:

- Leadership By Example
- Simplicity
- Striving to meet Reality
- Constantly being 'on the way'
- Cost-consciousness
- Constant desire for renewal
- Humbleness and willpower
- Daring to be different
- Togetherness and enthusiasm
- Accept and delegate responsibility

Answer the questions using the **introductory words*** below:

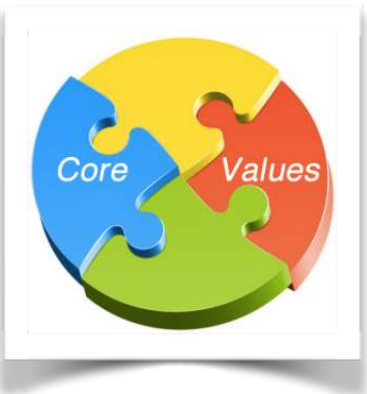
An introductory word is a single word placed at the beginning of the sentence ***with*** a comma after it.

Generally, Actually, Realistically, Basically, Essentially, Ultimately, Undoubtedly, Clearly.

Here are some introductory expressions, these are used, ***without*** a comma, at the start of the sentence.

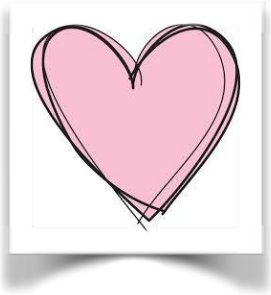
It seems that, We have proved that. Experience has taught me that, It seems obvious that, All in all, Beyond any doubt, In all probability, I feel that, It seems to me that, In my opinion, My feeling is that, I would say that,

1. Which is your favourite IKEA value, the one that means the most to you, and why?
2. Which of the values do you find a little confusing?
3. Which do you think people within the company need to work on the most?
4. Which value will help you in the economically challenging times ahead?
5. Which helps people to achieve excellence in their working life?
6. Which values encourage people to be creative?
7. What is the link between humbleness and willpower in your view?
8. If you could add a value to the above, what would it be?



Activity Two - What's in a word?
Let's take a look at words related to each value and see which you feel reflects the true meaning of the words chosen by IKEA for their values. Circle the word you feel best defines the value. Then explain what the value means to you, using some of the synonyms and related words below.

Leadership - *position, status, ability, power, leader*
Simple - *uncomplicated, elementary, mere, childlike, simple minded, plain, simplistic*
Strive - endeavour, reach, strain
Cost Consciousness - *state of mind, awareness of price, knowledge of price, awareness of spending, knowledge of value, conscious.*
Renewal - *rehabilitation, repetition, refilling, replacement*
Humble - *lowly, base, menial, humiliate, small, modest, broken, meek, mild*
Willpower - *self-command, self,control, self-will*
Dare - *defy, act, move, be bold*
Togetherness - *intimacy, closeness, together*
Accept responsibility - *consent to obligation, have duties , take responsibility.*



Activity Three *- fill the gaps with the underlined words from activity two above..*

We all have the …….. to change things in the world, no matter what our …….. is. We can start with taking …….. steps to improve things around us and always have the …….. of how our actions affect others, and affect the world. For example, if we have the …….. to recycle our waste then we really …….. …….. for what we consume and in our own …….. way, help to reduce pollution and carbon emissions. If everyone was …….. of the …….. of the objects they use and throw away, they might …….. to waste less. We should …….. to talk to our neighbours, work colleagues and friends about such issues, because …….. we can be stronger. Of course if your whole neighbourhood or office building recycles, you are doing even more for the environment. If you are a natural ……., you can get other people to follow you in this way.

Activity Four *- Act it out! Act out the situations (dialogues) according to the true IKEA values. Before each dialogue tell your teacher* ***which values the situation involves.***

1/ You need to explain a new system for requesting holiday time. Explain to the employees how the new system works, with the company intranet rather than paper requests, and how they will be trained. Explain as simply as possible!

2/ You are on the shop floor talking to some co-workers when you notice that several clients are waiting and that a group of co-workers is just chatting and ignoring them. You try to resolve the situation and later talk to the co-workers about their responsibilities.

3/ You are helping out in the restaurant on a busy day and you notice that there is a lot of waste because of the way the food is being served and managed. You talk to the restaurant manager.

4/ In your staff cafeteria people are not using the recycling bins correctly. You decide to talk to everyone about this in a meeting.

5/ A member of your team feels isolated and demoralised by the challenges facing them in their job. They have a lot of new tasks and priorities. You try to help and suggest an action plan for working together.

Activity Five - Read the article and answer the questions using introductory words/ expressions.

SIMPLE VALUES FOR A GLOBAL COMPANY..

Be proud of your values. Whereas some companies promote such values as *'results first',* or *'profit as a priority'*, IKEA encourages its workers to be modest and caring and to work together whilst always trying to move forward and find better ways to do things. IKEA values promote creativity and initiative taking, but always in the context of teamwork. The IKEA CEO and founder express the desire for workers to be happy and fulfilled in their jobs. "We are a diverse group of people working together to create an inclusive and humanistic culture. Our values, such as humbleness, simplicity, togetherness and enthusiasm are the foundation of our work and form the unique IKEA culture," said Peter Agnefjall in a recent interview.

There is a great sense of collective responsibility behind the chosen words, the values reflect a desire to make things better for the customers, for the co-workers, maybe even to make the world a better place. Starting from the small details of life and starting simply, Ikea has learned to think big. Their sustainable sourcing and innovative recycling techniques have improved the global carbon footprint of the furniture industry. The concept of democratic design has changed the way we view home furnishings and flat pack really gave power to the people to improve their every day lives at home. Of course retail is about making money, but if you can do that in a respectful way, creating opportunities as you go, then everyone is a winner!

In a recent interview with the Huffington Post Mr Agnefjall answered some questions about the company values and vision. Let's read an extract:

IKEA is a global company, is it challenging exporting your values-based leadership model to stores and managers in other nations that may have different cultural values?

We need to work actively with our values and culture to keep them alive. Today, this is integrated in the way we recruit and work with people development. We actively seek people who share our values and recruit on values first and second on competence. For our leaders there is constant follow up regarding culture and values and we measure how well they communicate the values. Culture and values are also an integrated part of our development and performance talks for all managers and co-workers. We have been on the U.S. market since 1986 and in China from 2000. We do often find that our values are universal and that there are more similarities than differences between the different markets. When we enter a market, experienced IKEA co-workers work together with locally recruited co-workers there to support and ensure that the values and concept are clear.



(Source - http://www.huffingtonpost.com/natalia-lopatniuk-brzezinski/valuesbased-leadership-em_b_4479389.html)

QUESTIONS:

1/ Do you agree that 'IKEA is reducing the global carbon footprint of the furniture industry.'?
2/ How do IKEA stores help to make the world a better place?
3/ Compared to other furniture stores what does IKEA do that is more 'democratic' or fair?
4/ How do IKEA values make the workplace better?
5/ Resume P. Afnefjall's comments, explain how IKEA can secure its core values in a global context.

Activity Six - The IKEA test. Click on the link below and see how you score in the values test.
http://www.ikea.com/ms/en_GB/rooms_ideas/fitquiz09/index.html
What do you think of this test? How did you score?

