

Graves Value System

„I“-ORIENTATION

UNDERSTANDING

Freedom
Innovation
Knowledge
Complex Systems

SUCCESS

Goal-/ Results-Oriented
Status
Pragmatism
Competition

POWER

Assertiveness
Vigor / Speed
Decisiveness
Open for Conflicts

„WE“-ORIENTATION

SUSTAINABILITY

Social Relevance &
Responsibility
Strategy
Holism

EQUALITY

Harmony
Consensus
Communication
Networks

CERTAINTY

Structure
Rules
Discipline
Obligation

SAFETY

Reliability
Trust
Consistency
Tradition