

### What are values and beliefs?

Our values and beliefs influence our attitudes and therefore our behaviours. Making our values and beliefs explicit is one of the first steps in culture change because talking about them helps us to become more aware of 'how things are done around here'.

#### **Behaviours**

- How you act
- Usually reflects our values, beliefs and attitudes but can be influenced by other factors e.g. the attitudes and behaviours of others, convenience, economics, environment etc.

### **Attitudes**

- How you express your values and beliefs through words and actions
- •Three components: Cognitive what we believe; Affective our feelings; Behaviour learned associations

# **Values**

- •What you value or think is important
- Principles in our lives that guide our decision making e.g. honesty, loyalty, equality etc.

## **Beliefs**

- •Ideas that you hold to be true, even if unproven or irrational
- •Developed from what we see, hear, experience, read and think about

