



# Values Based, Data Driven<sup>TM</sup>

## Need, Impact, & Implementation

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Michael Wall  
October 27<sup>th</sup> 2023

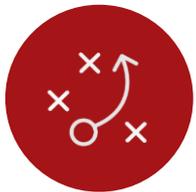
# Discussion Objectives

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## What & Why

**align** on what it **means** to be **values-based, data-driven**, and **explore** the **necessity** and **potential** for businesses to **bolster not only organizational impact** but also **community** and **societal** outcomes



## How

**explore** the essence of transcending beyond words to **strategic actions**, and **learn** the importance of **constructing** the **right environment** to **enable** and **empower those leading** initiatives to **succeed**



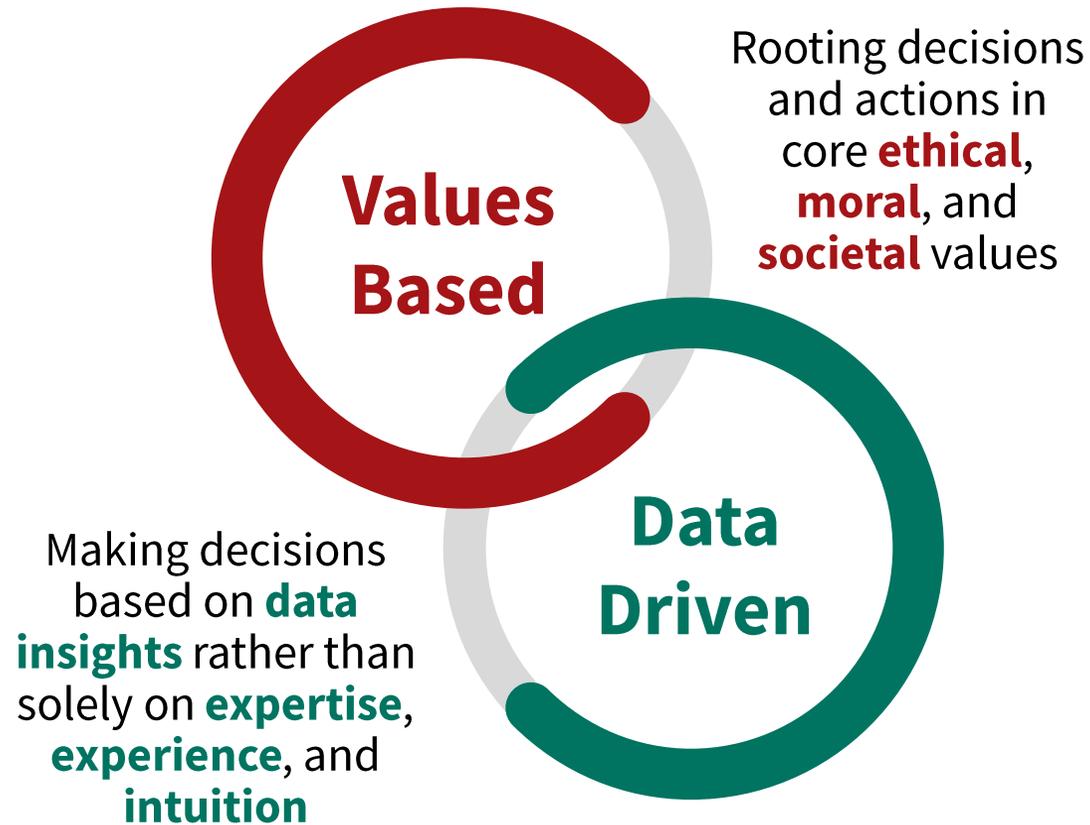
## What Now?

**reflect** on the individual and collective **steps we can take** to begin the process of **better utilizing** both **values and data** to **improve** the way we **define objectives** and **how we work** to achieve them



# Values Based, Data Driven™

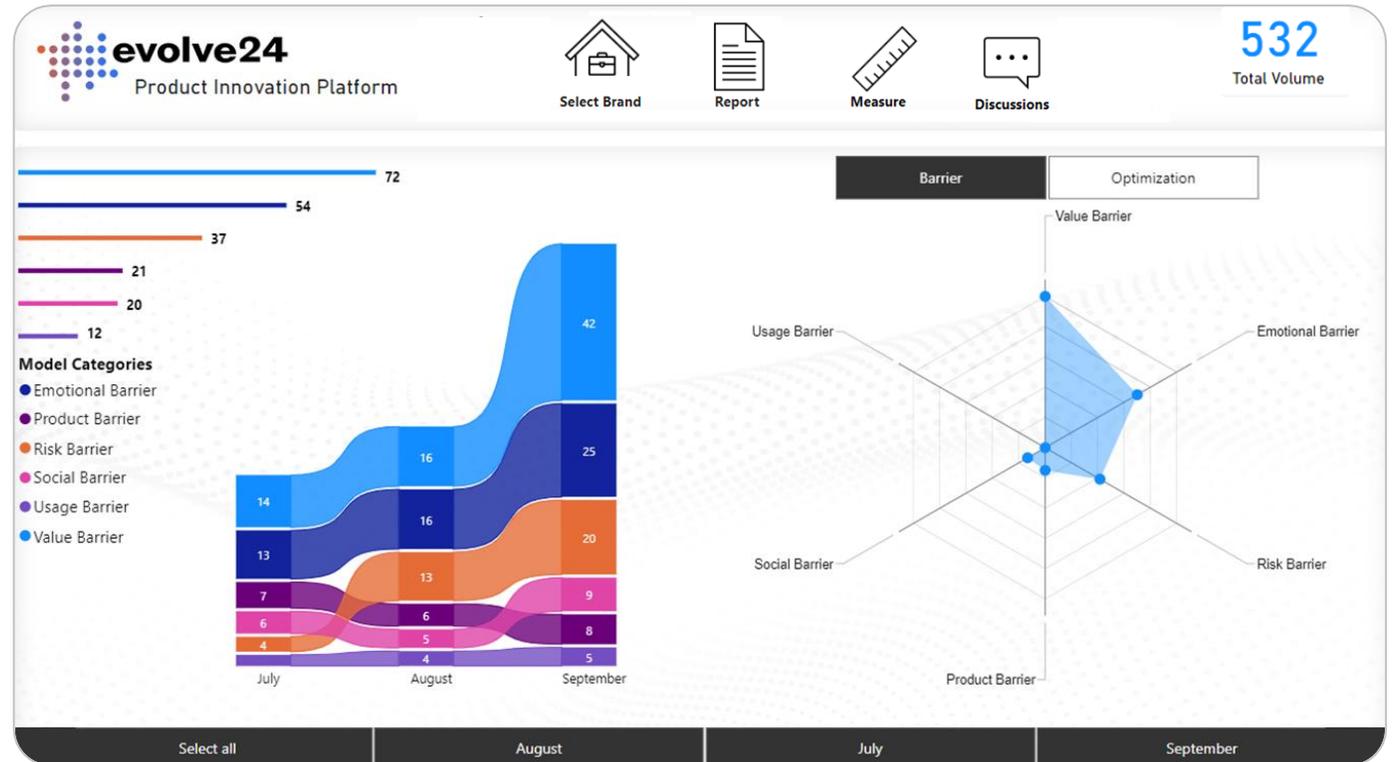
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better enables us to make a **positive and principled difference** in *organizations, communities, and, society*



# Values Based, Data Driven™ Dimensions



# This Focus Continues To Intensify In Organizations



The idea that businesses should operate **not just for profit** but also with a broader set of **ethical** and **social values** that **benefit society** at large



# Focus Intensifying In The Market As Well

**82%**

of people will pay more for a brand that shares their values

**74%**

of people say brands should try and make the world a better place

**52%**

of people have purchased for the first time because of a brand's values

Brand Values	All Segments	Silent	Boomers	Gen X	Gen Y	Gen Z
Secure With Customer Data	31%	48%	43%	22%	30%	26%
Honest & Authentic	28%	48%	44%	42%	33%	29%
Treats Employees Well	27%	14%	26%	25%	27%	33%
Health & Wellness	26%	29%	21%	27%	30%	22%
Friendship & Family	26%	24%	18%	30%	25%	35%
Environmental & Sustainable	23%	14%	21%	24%	24%	24%
Fun & Comfortable	23%	14%	18%	23%	24%	33%
Innovative & Smart	21%	19%	18%	25%	20%	25%
Supports Diversity	20%	19%	13%	20%	24%	24%
Optimistic & Inspiring	19%	10%	14%	18%	22%	28%
Strong Legacy	19%	19%	23%	19%	18%	17%
Unique & Individualistic	19%	14%	14%	21%	20%	19%
Exciting & Motivating	18%	10%	11%	20%	22%	14%
Empathetic & Generous	18%	5%	13%	16%	20%	24%
Popular & Successful	17%	5%	12%	18%	20%	21%
Patriotic	16%	48%	14%	15%	18%	8%
Adaptable	15%	5%	6%	18%	17%	17%

**Straightforward**  
**Practical and**  
**Trust-Oriented**

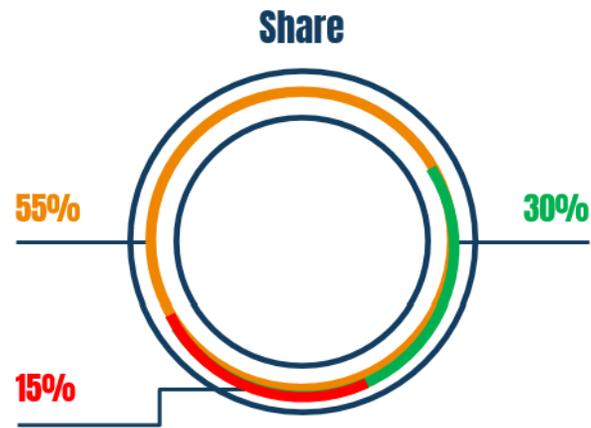


**Complex**  
**Ethically &**  
**Societally Oriented**



# The Challenge

## Research Insight



**30 COMPANIES**

VARIOUS SECTORS, BIG BUSINESSES

**143 Total Values**

**1 - 4 VALUES (30%)**

**5 - 7 VALUES (55%)**

**8 - 10 VALUES (15%)**

many values may cover all the desired behaviors, but research uncovered that employees can't focus on more than four which makes it difficult for organizations to be accountable to their commitments



# Linking Values & Data

ST. LOUIS  
BUSINESS JOURNAL

Technology

## The Pitch: How do you determine a company's value? This startup aims to give a more accurate answer.

The data-focused startup wants to take more than sales into account to determine a company's worth. It has developed a new tool that measures how values such as sustainability, innovation and equality impact a company's bottom line.



## Brand Measurement for the Values Economy.

We are in a new era of marketing – the values economy – where consumers care on a deeper level what a brand goes. Vrity data shows values alignment is key to consumers as price, quality, or customer service. Good is good business and Vrity is the data that measures values equity for brands.

The first step to maximizing values equity is understanding current Brand Values. Take the brand values that you value most.

[Explore Your Brand Values](#)

[Learn More](#)

ST. LOUIS INNO

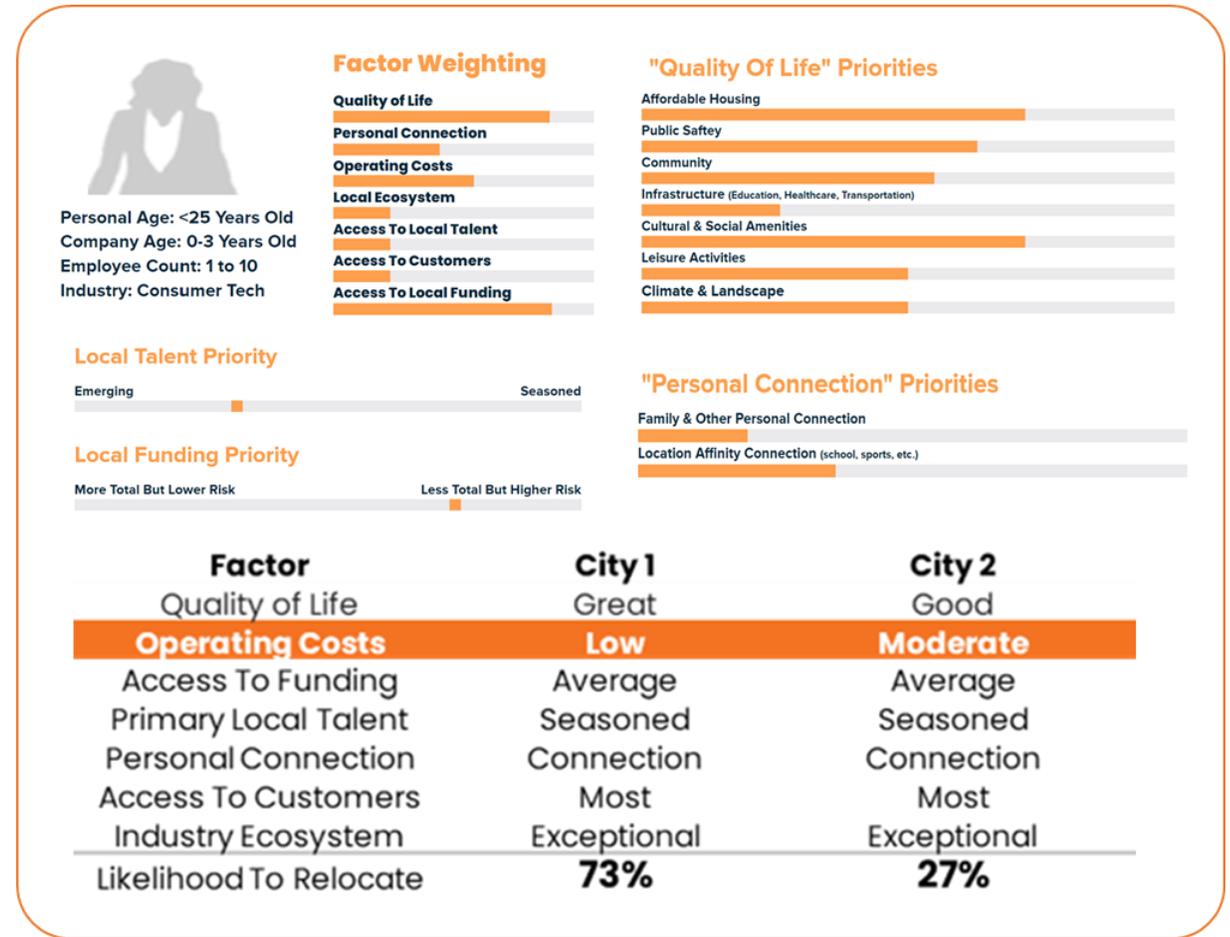
STORIES / NEWS

## Jim McKelvey's startup Invisibly acquires St. Louis data firm Vrity

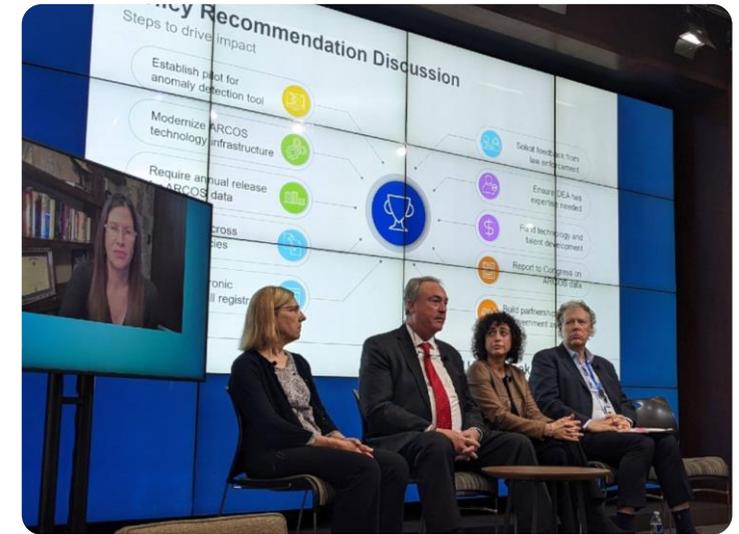
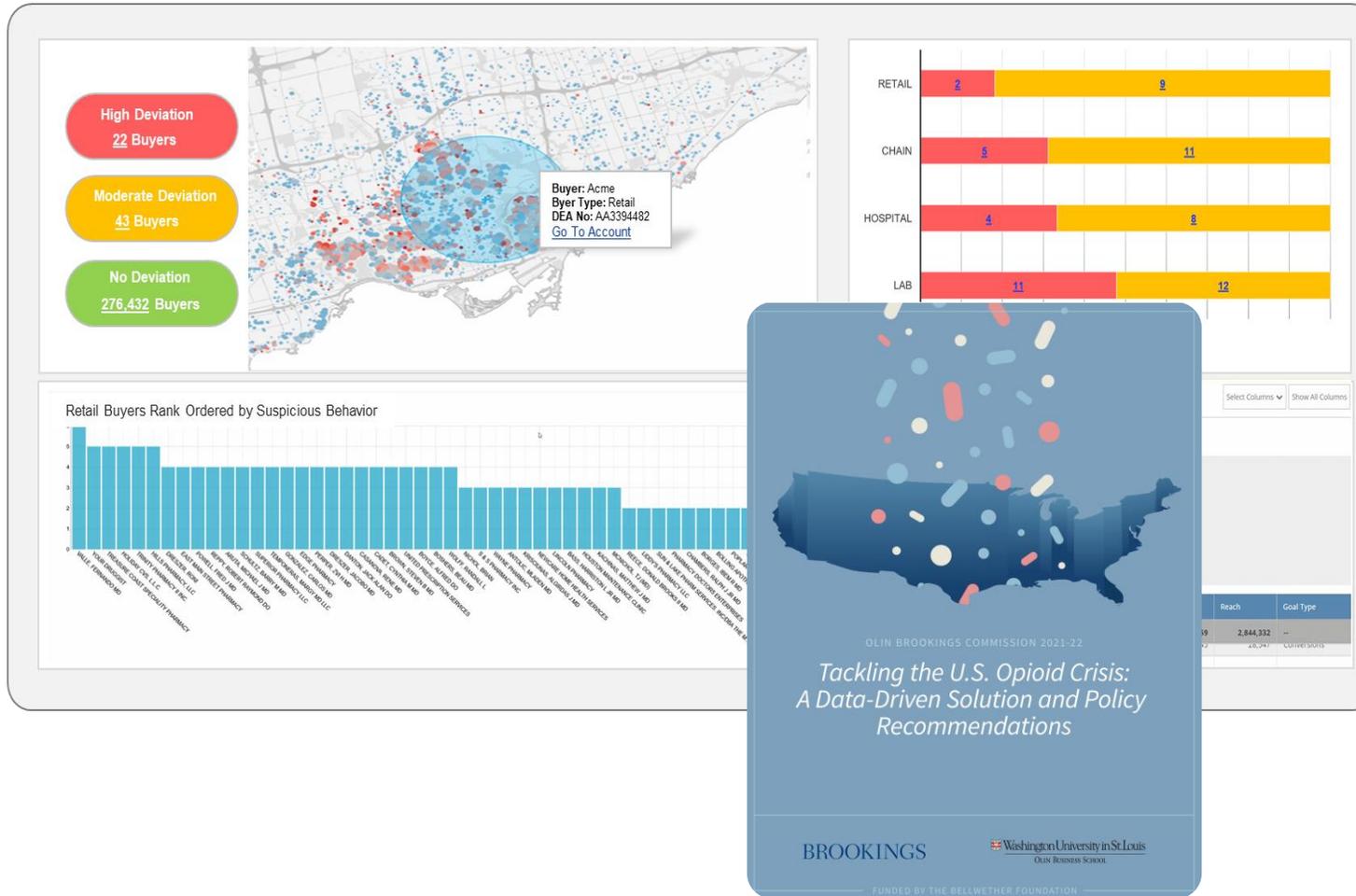
"Invisibly's integration of Vrity's brand measurement algorithm will create a powerful way for brands to generate insights on consumer preferences, while keeping a people-first approach to the Invisibly data ecosystem," said McKelvey.



# What Are Our Goals? – CABI Research Project



# CABI's Objective – Save Lives



“As I listen to the presentation, I have this sick feeling in my stomach, thinking if we had these tools 10 years ago, how many lives could we have saved?”

- Van Ingram



# Walking In Memphis?

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Put on my blue suede shoes...

and I boarded the plane.

Touched down in the land of the Delta Blues...  
in the middle of the pouring rain.

**W.C. Handy, won't you look down over me?**

Yeah, I got a first class ticket....

but I'm as blue as a boy can be.

Then I'm walking in Memphis...

was walking with my feet ten feet off of Beale.

Walking in Memphis

But do I really feel the way I feel?



## W.C. Handy & “Juke Joints”

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In the early 1900's in the South Black American's would get together to listen to music, dance and converse

Handy was inspired by the African American musical folk traditions that he experienced in his early years of traveling and performing in these establishments



# Handy & The Clarksdale Train Station

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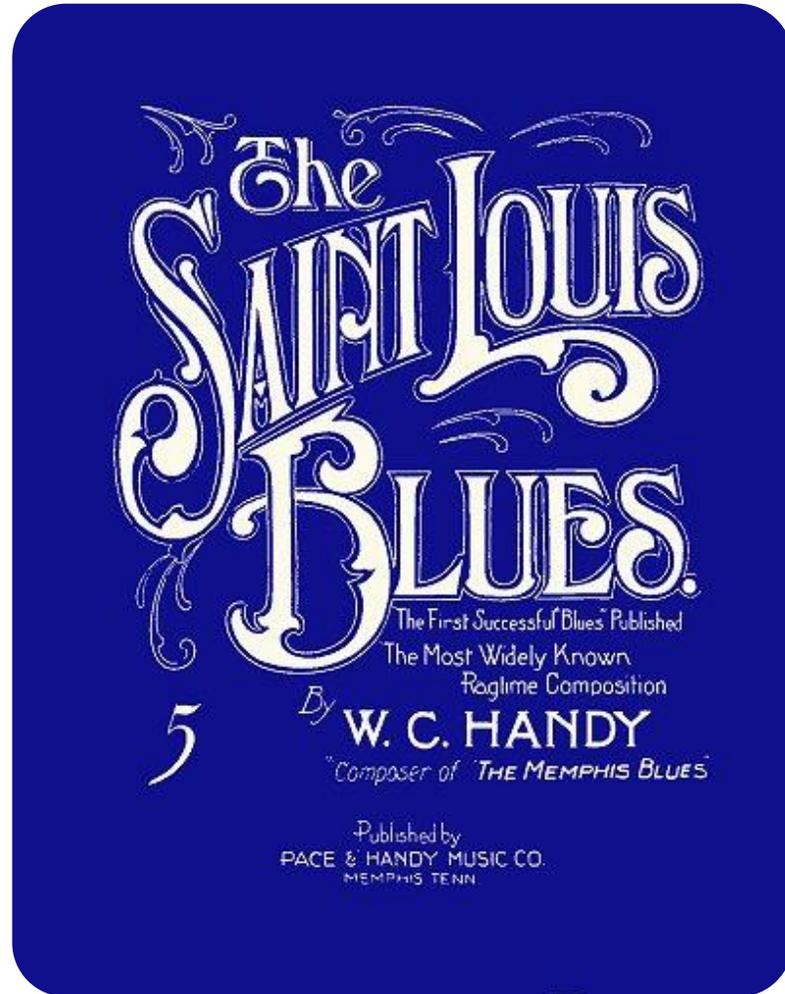


Handy encountered a guitarist at the Clarksdale train station playing what he referred to as **“the weirdest music”** he had ever heard.



# These Interactions Enabled “The Blues”

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1912's Memphis Blues was the first known title with the word but his 1914 St. Louis Blues became his most famous rendition.



# Clarksdale Became “Ground Zero” For The Delta Blues



Artists brought their own unique flavor to the Delta Blues, enabling it to evolve as the artists interacted with each other



# From The Mississippi Delta To Chicago

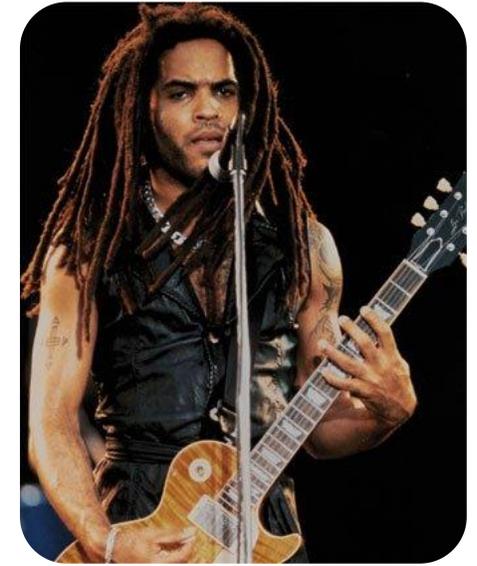
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Muddy's talent, and the Delta Blues, was discovered in Chicago, where he recorded his first record in 1947 (Chess Records)

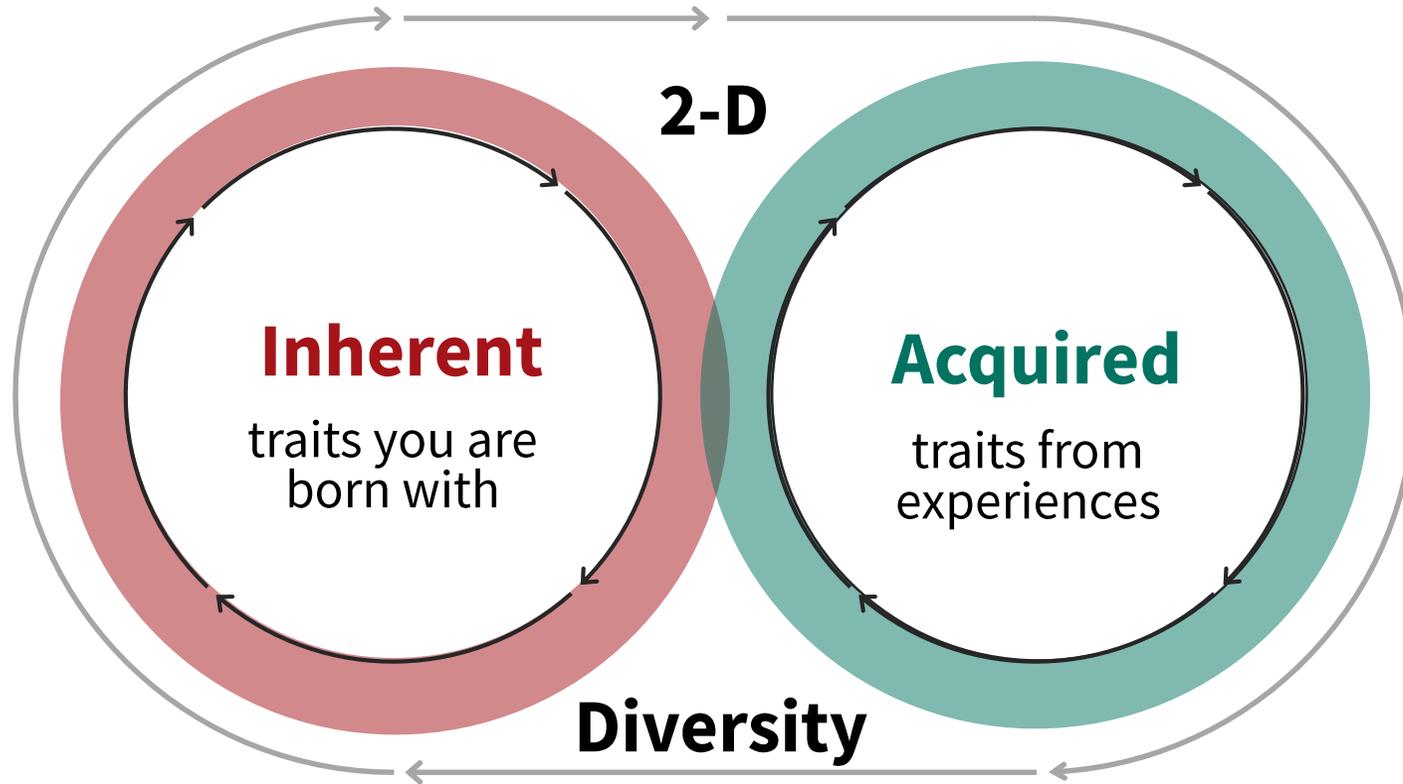


# Muddy's Reach Enabled More Interaction



# These Interactions Were Diverse

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Sylvia Ann Hewlett, Melinda Marshall, and Laura Sherbin uncovered the potential “two-dimensional” diversity



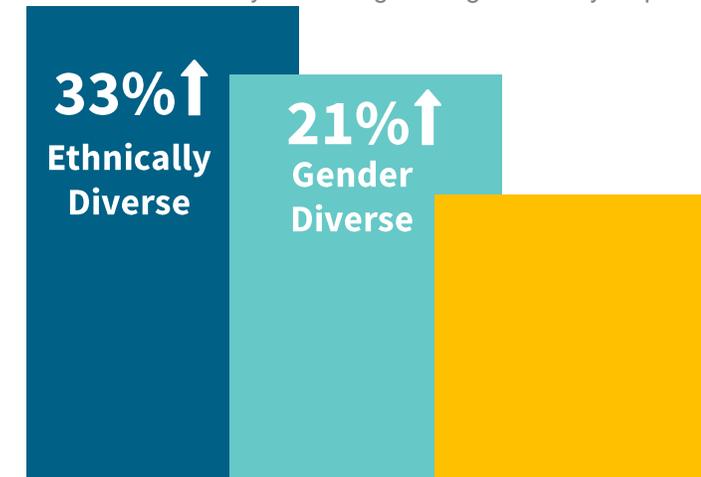
# Diverse Interactions Drive Better Outcomes

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## YoY Performance Results

- 2018 McKinsey Delivering Through Diversity Report



# Additional Research Supporting This Idea



## “liquid networks”

diverse and connected communities that enable ideas to form over time

- Steve Johnson



## “collective intelligence”

to tap into the power of collaboration of diverse perspectives

- Linda Hill



## “proper collaboration”

defer to expertise above affinity when working together as a team

- Andrew Knight



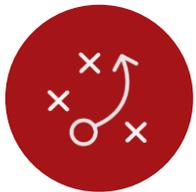
# Discussion Takeaways

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## What & Why

there is a **need** and **opportunity** for **businesses** to **better impact** not just their organization but **communities** and **society** more broadly - a **values based, data driven approach** best enables **success**



## How

**success** requires more than just words; **strategic action** that is **guided** by clearly defined **goals**, **enabled** by **resources** and **processes**, and **empowered** by the right **culture** is **required**



## What Now?

consider **your values**, how **data is used** to **make decisions**, what **opportunities** are available, and **what steps** are required to ensure the right **resources, processes, and culture** are in place.





Thank  
You

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