

**Can Values In Terms of
Company Fit Be Assessed? If
so, should it play a role in the
Assessment Centre?**

A Panel Discussion

THE BEHAVIOUR ICEBERG

Behaviour is
just the tip
of the
iceberg

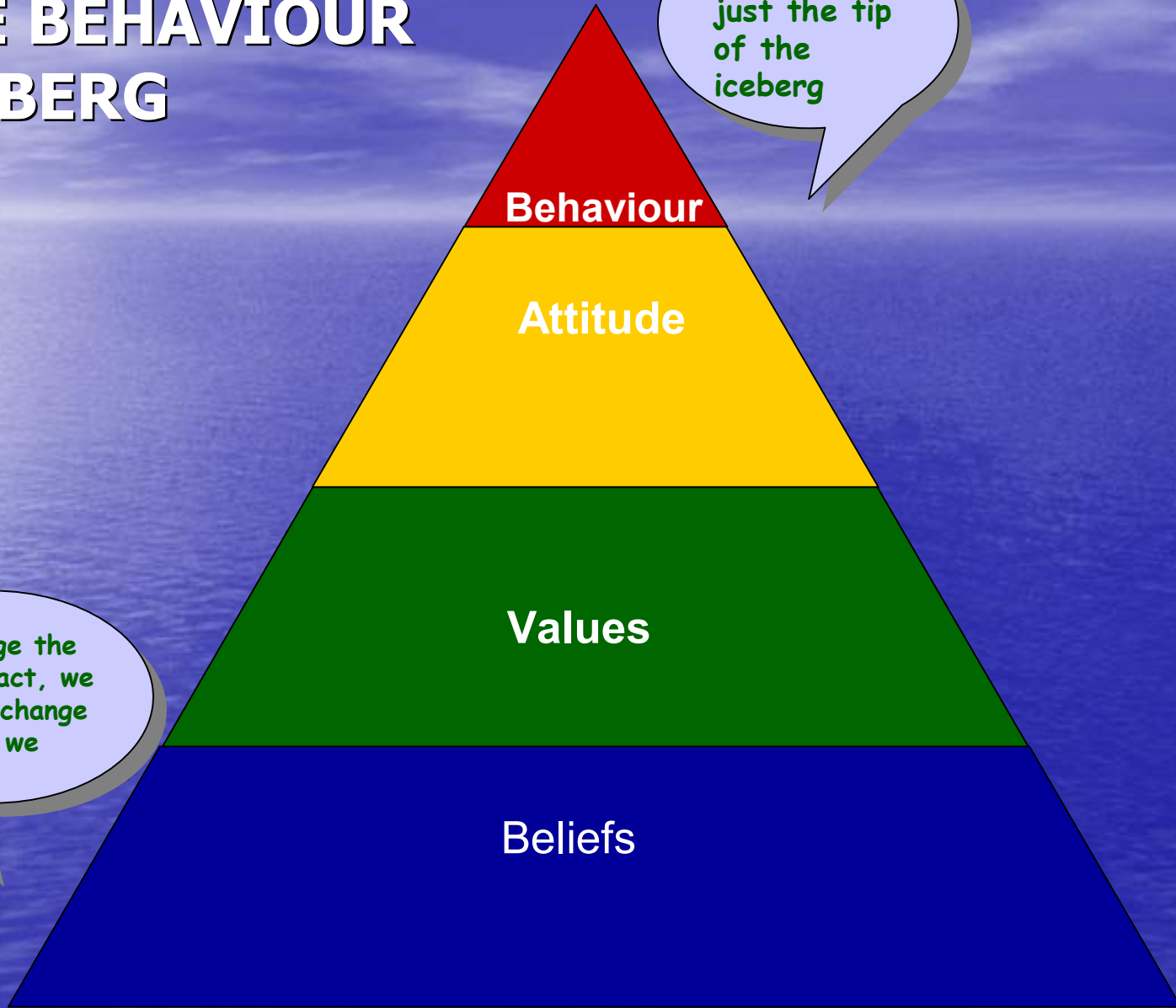
Behaviour

Attitude

Values

Beliefs

To change the
way we act, we
need to change
the way we
think



Do you walk away?

- In the supermarket you send a dozen packages tumbling into the aisle. No-one sees you. Do you walk away?

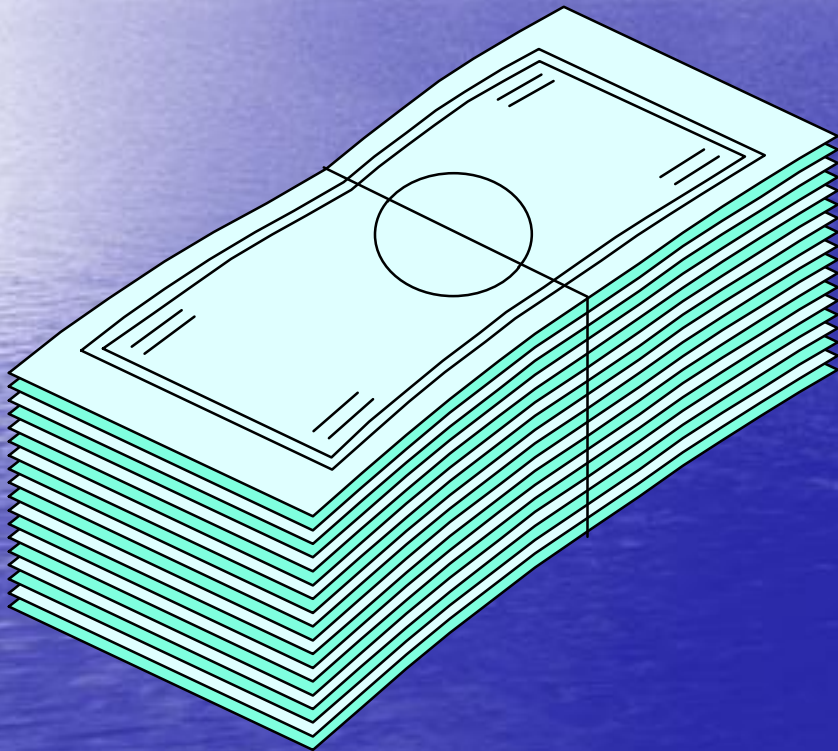


**Do you mention it to him
or her?**



- **A friend has a severe case of bad breath. Do you mention it to him or her?**

Do you keep the money?



- You find a wallet containing R3 000 and by the address you can tell the owner is wealthy. Do you keep the money?

Do You Walk Away Or Broker A Deal?

A retail organisation is rapidly losing market share as the organisation's product is not price competitive. A new potential supplier for raw material is sourced offering a potential cost reduction of 40% in the manufacturing process. As the manager, you are aware that this cost saving would reposition the company as a competitive player in the market, however you also know that the supplier is not a "model corporate citizen" in terms of labour practices. What do you do?

“Contain the Problem” or Recall all the Products?

You are a successful pharmaceutical company with a 35% international market share. A pharmacy calls to say that three (3) of their customers were recently admitted to hospital. All three customers had purchased a product supplied by your pharmaceutical company. What do you do? Do you attempt to “contain the problem” or recall all the products from the market resulting in a loss of millions?

Our values, whether we are aware of it or not, determine our daily behaviour!!!

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