8 & 9 OCTOBER 2026

brightonSEO. United Kingdom



DECODING THE INDIVIDUAL: Using personal values to unlock team potential

Sarah McAreavey
Reflect Digital

YOUR TEAM ARE BURNING OUT!



WHAT ARE LEADERS SAYING?

75% Weekly Overwhelm

WHAT ARE LEADERS SAYING?

83% External Triggers

WHAT ARE LEADERS SAYING?

25% The Burnout Dilemma

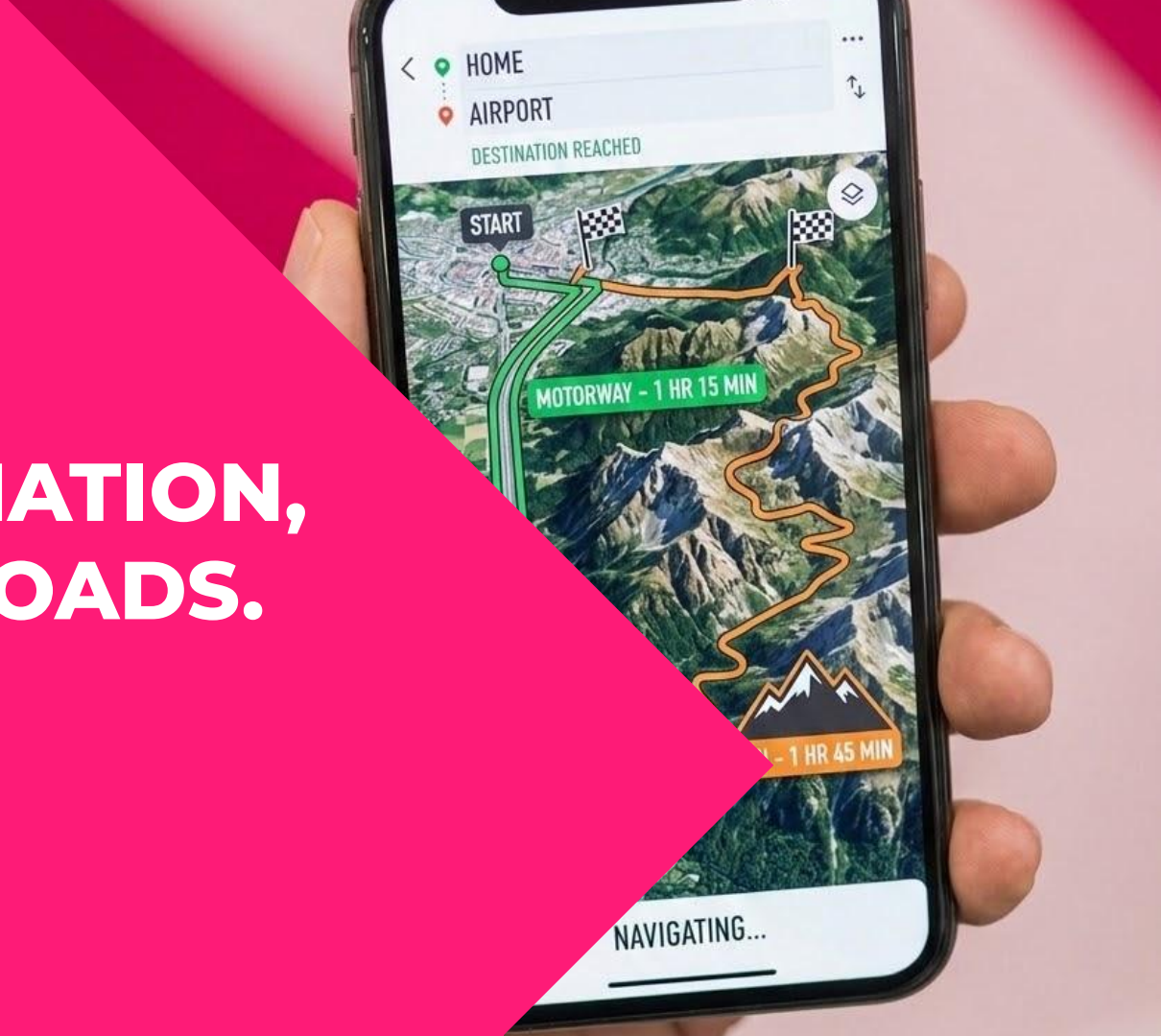
This is me ...



WHAT DO WE MEAN BY VALUES?



SAME DESTINATION, DIFFERENT ROADS.



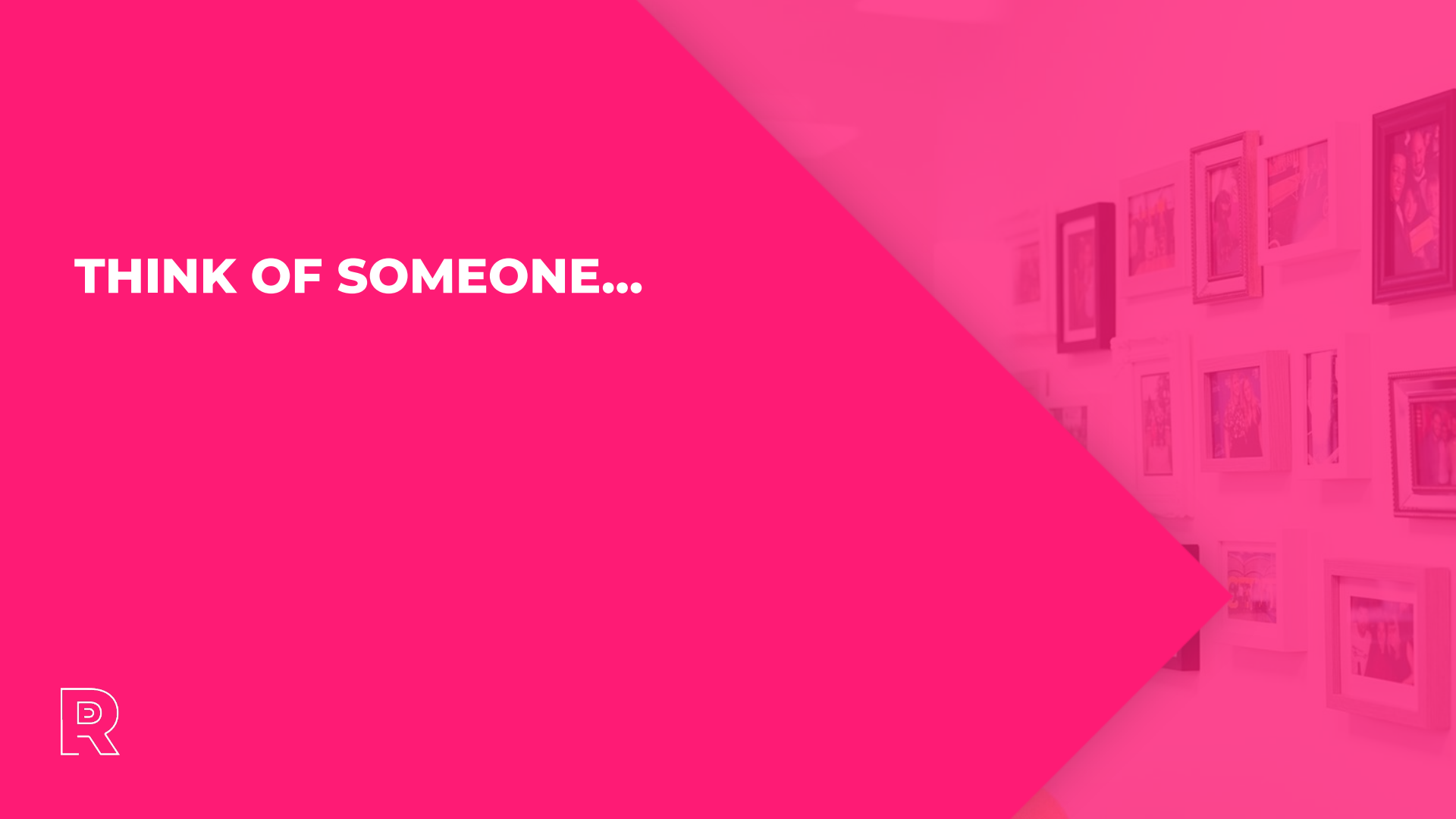
LET'S GET INTO IT.



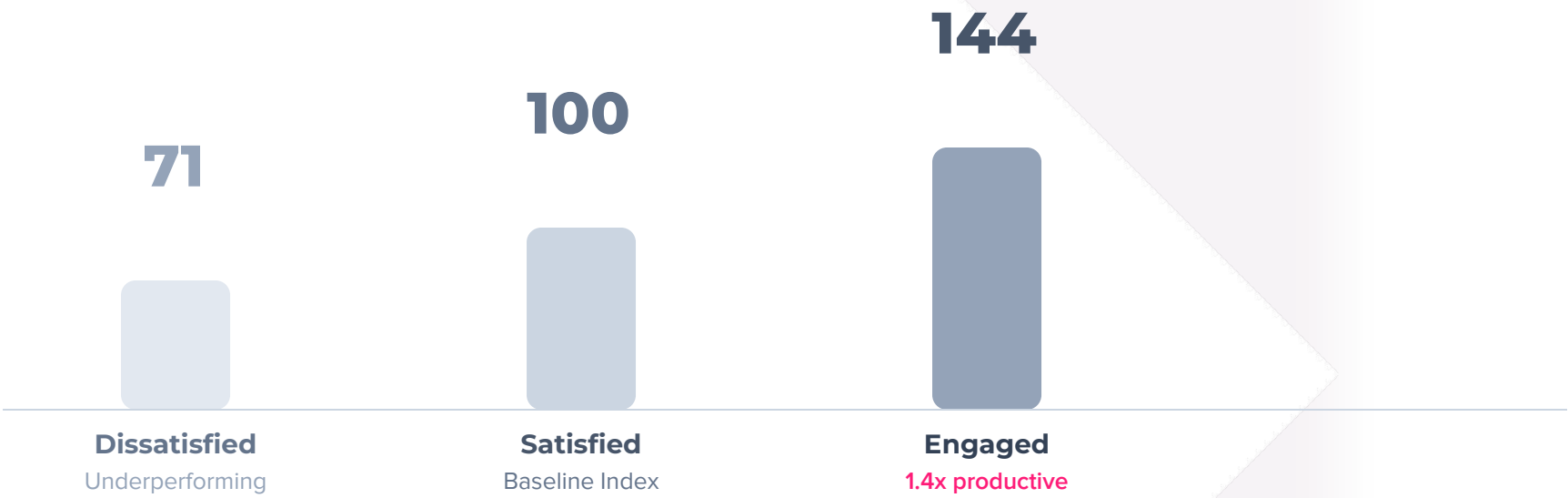
WHY ARE VALUES IMPORTANT?



THINK OF SOMEONE...

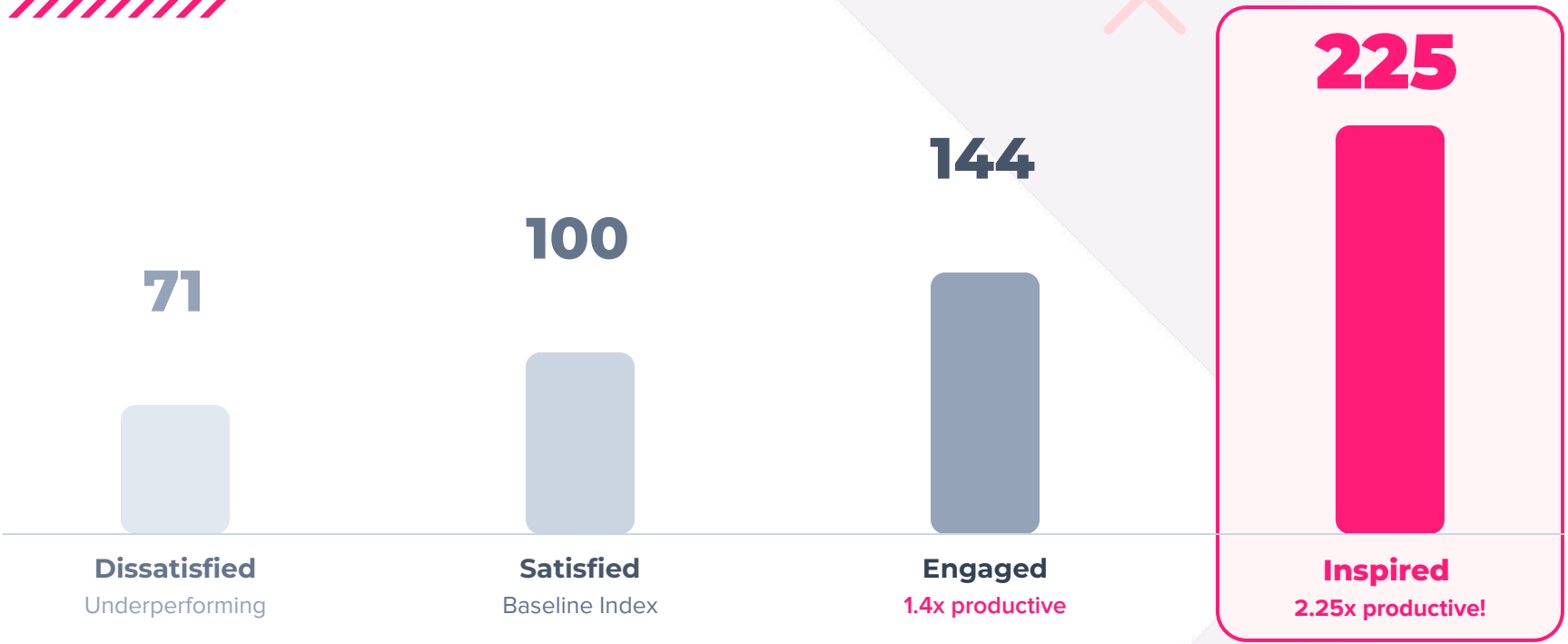


INSPIRED EMPLOYEES ARE THE MOST PRODUCTIVE.



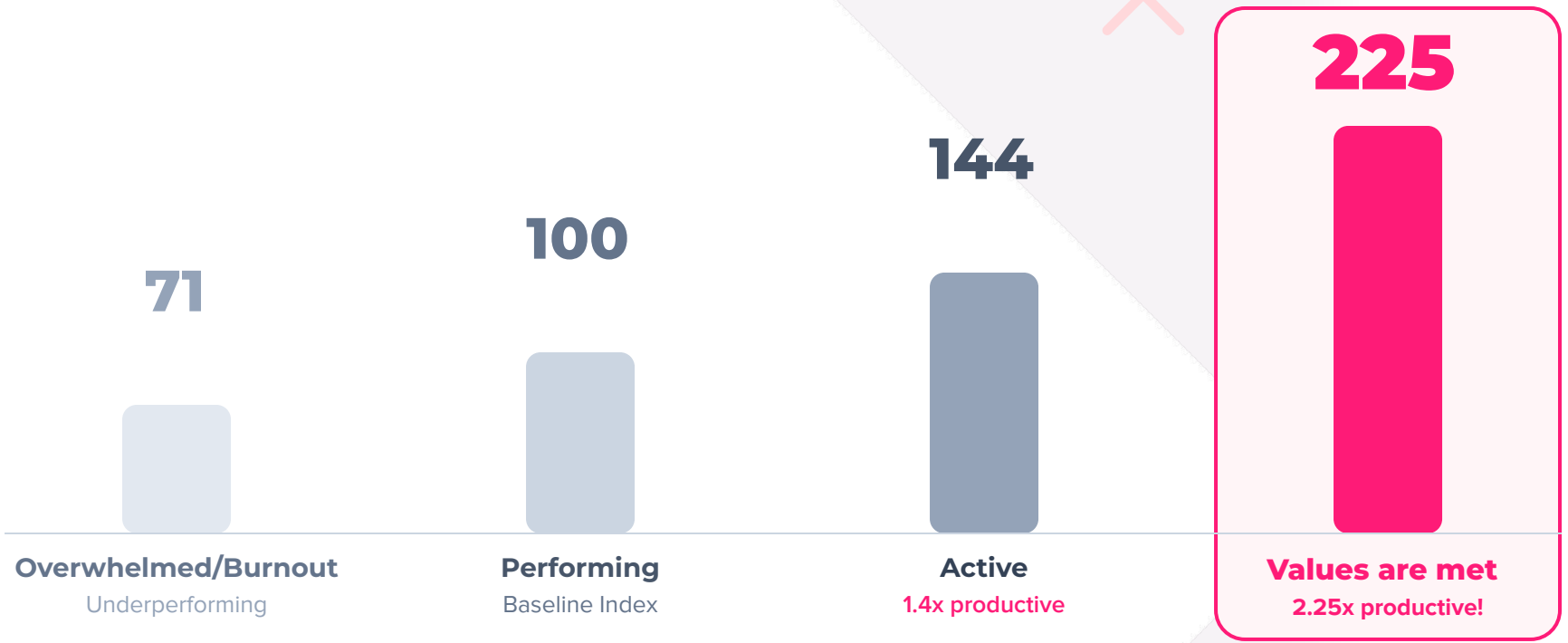
Garton & Mankins, Bain & Company — Harvard Business Review

INSPIRED EMPLOYEES ARE THE MOST PRODUCTIVE.



Garton & Mankins, Bain & Company — Harvard Business Review

MY INTERPRETATION...



Garton & Mankins, Bain & Company — Harvard Business Review

WHAT IS THE CHALLENGE?



VALUES AND BURNOUT.

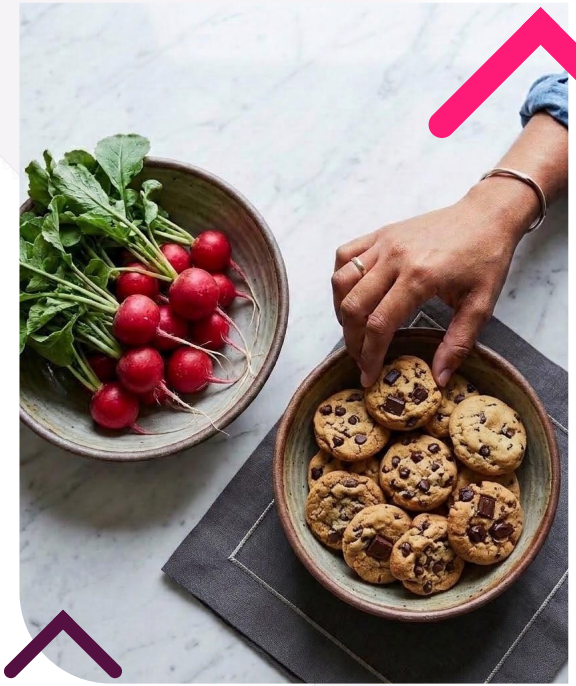
Dr Christina Maslach's 6 risk factors that drive burnout:

WORKLOAD	CONTROL	REWARD
COMMUNITY	FAIRNESS	VALUES

WILLPOWER.

Willpower is a limited resource

The more self-control you spend in one situation, the less you have left for the next.



Baumeister, Bratslavsky, Muraven & Tice, 1998

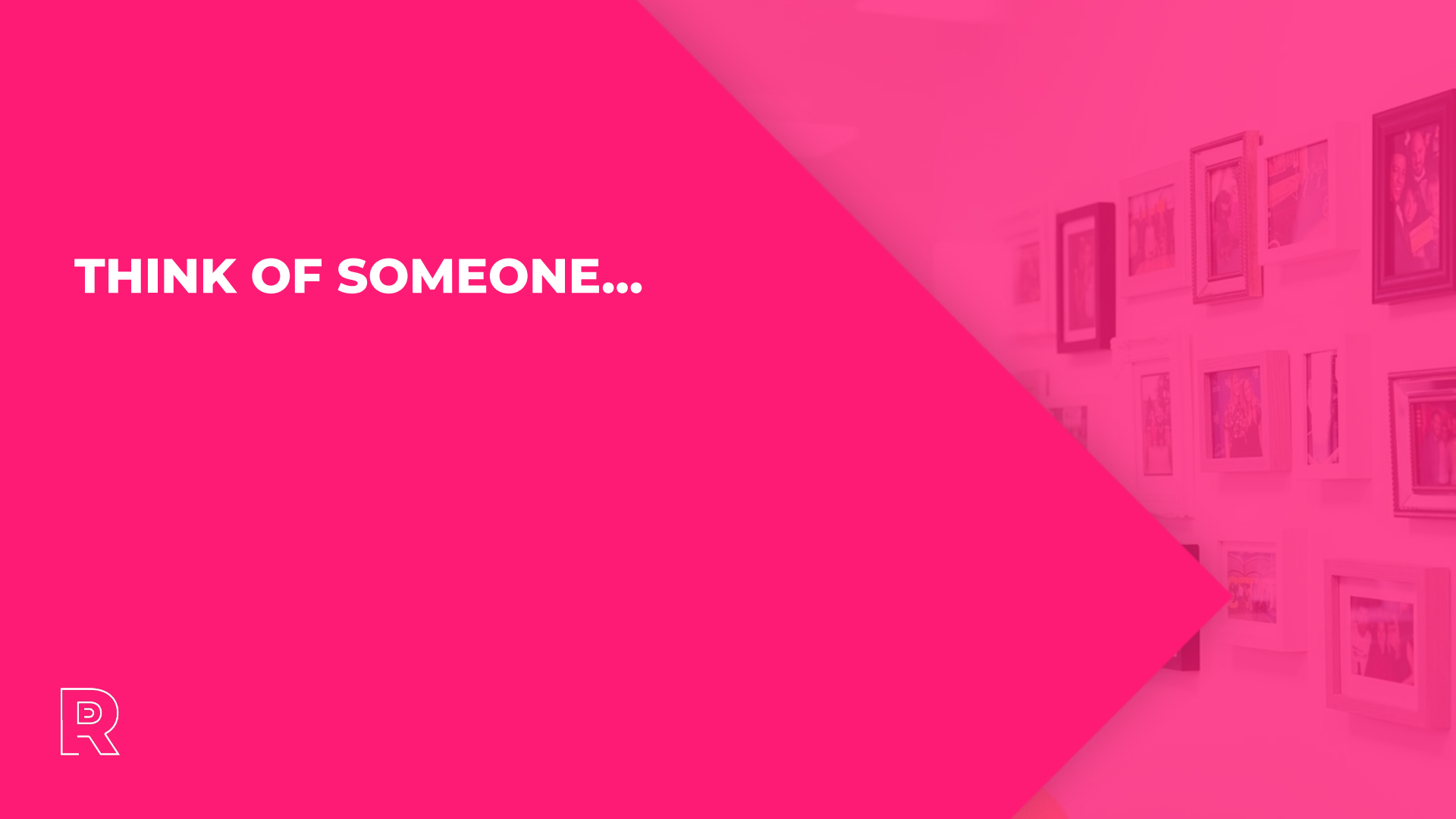
HOW THIS LINKS TO VALUES?



VALUE INCONGRUENCE.



THINK OF SOMEONE...



HOW CAN YOU USE VALUES TO CREATE A PHENOMENAL TEAM?

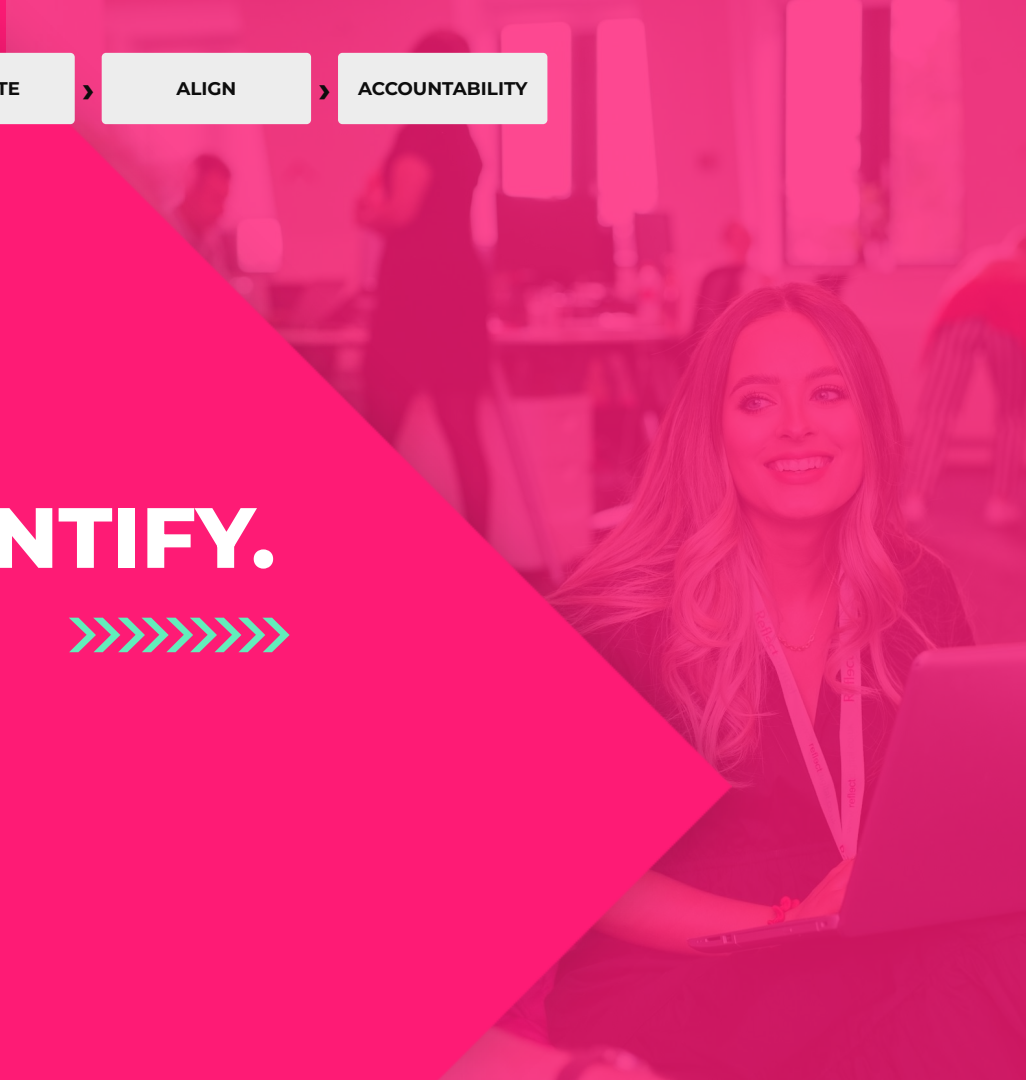


HOW TO OVERCOME VALUE INCONGRUENCE.

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

IDENTIFY.



IDENTIFY.

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

dare to lead™

List of VALUES

Accountability
Achievement
Adaptability
Adventure
Altruism
Ambition
Authenticity
Balance
Beauty
Being the best
Belonging
Career
Caring
Collaboration
Commitment
Community
Compassion
Competence
Confidence
Connection
Contentment
Contribution
Cooperation
Courage
Creativity
Curiosity
Dignity
Diversity
Environment
Efficiency
Equality
Ethics
Excellence
Fairness
Faith
Family
Financial stability
Forgiveness
Freedom
Friendship
Fun
Future generations
Generosity
Giving back
Grace
Gratitude
Growth
Harmony
Health
Home
Honesty
Hope
Humility
Humor
Inclusion
Independence
Initiative
Integrity
Intuition
Job security
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Legacy
Leisure
Love
Loyalty
Making a difference
Nature
Openness
Optimism
Order
Parenting
Patience
Patriotism
Peace
Perseverance
Personal fulfillment
Power
Pride
Recognition
Reliability
Resourcefulness
Respect
Responsibility
Risk -taking
Safety
Security
Self-discipline
Self-expression
Self-respect
Serenity
Service
Simplicity
Spirituality
Sportsmanship
Stewardship
Success
Teamwork
Thrift
Time
Tradition
Travel
Trust
Truth
Understanding
Uniqueness
Usefulness
Vision
Vulnerability
Wealth
Well-being
Wholeheartedness
Wisdom

Write your own:

_____
_____
_____
_____
_____

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MY VALUES IN BRENE BROWN.



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IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

MY VALUES IN BRENE BROWN.

Learning

Success

Humour



IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

IDENTIFY.

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

COACHING QUESTIONS

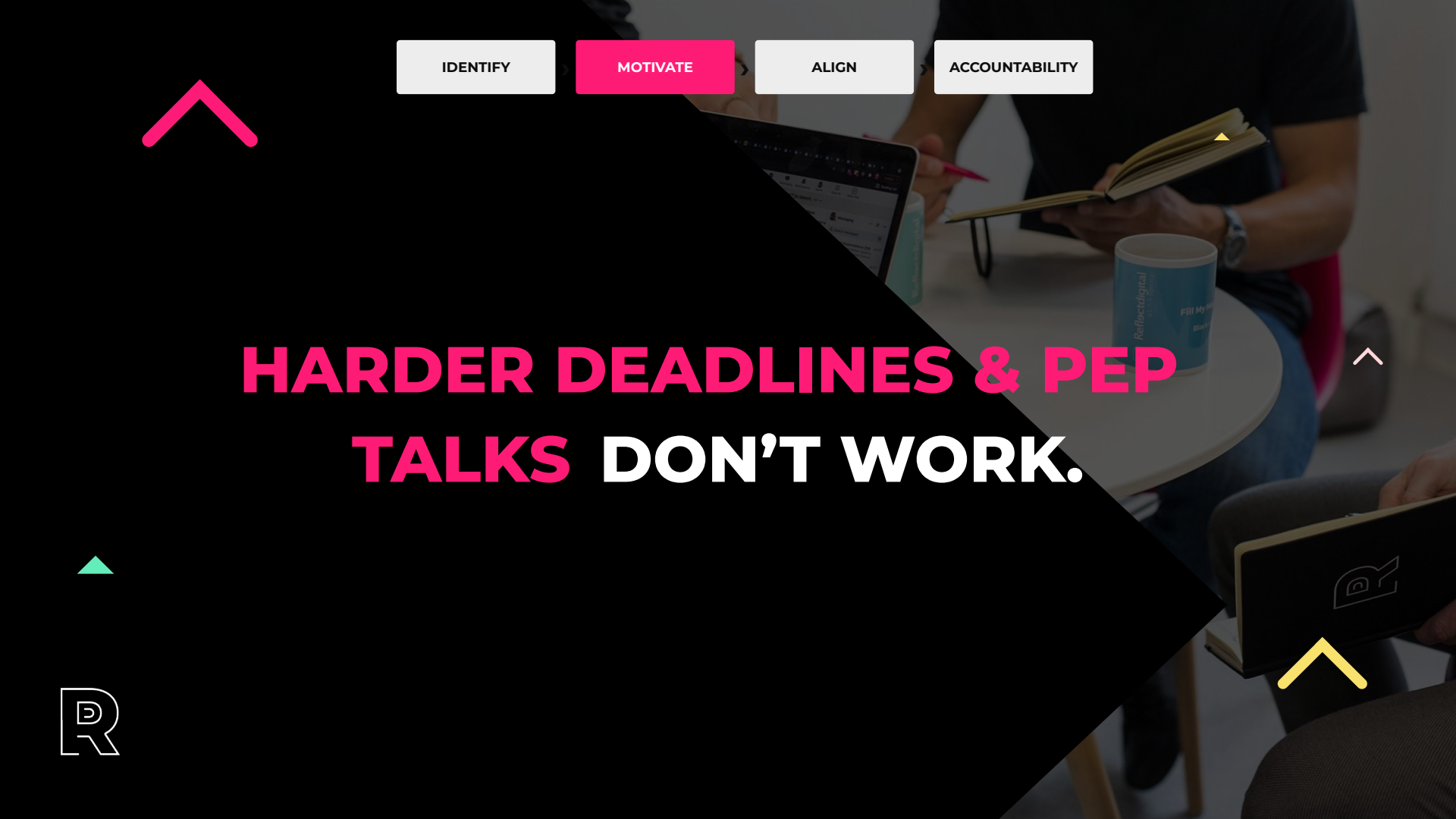
1. What does too much of your value look like?
2. What does too little of your value look like?
3. Tell me about a time when your value has been met

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

MOTIVATE.



IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY



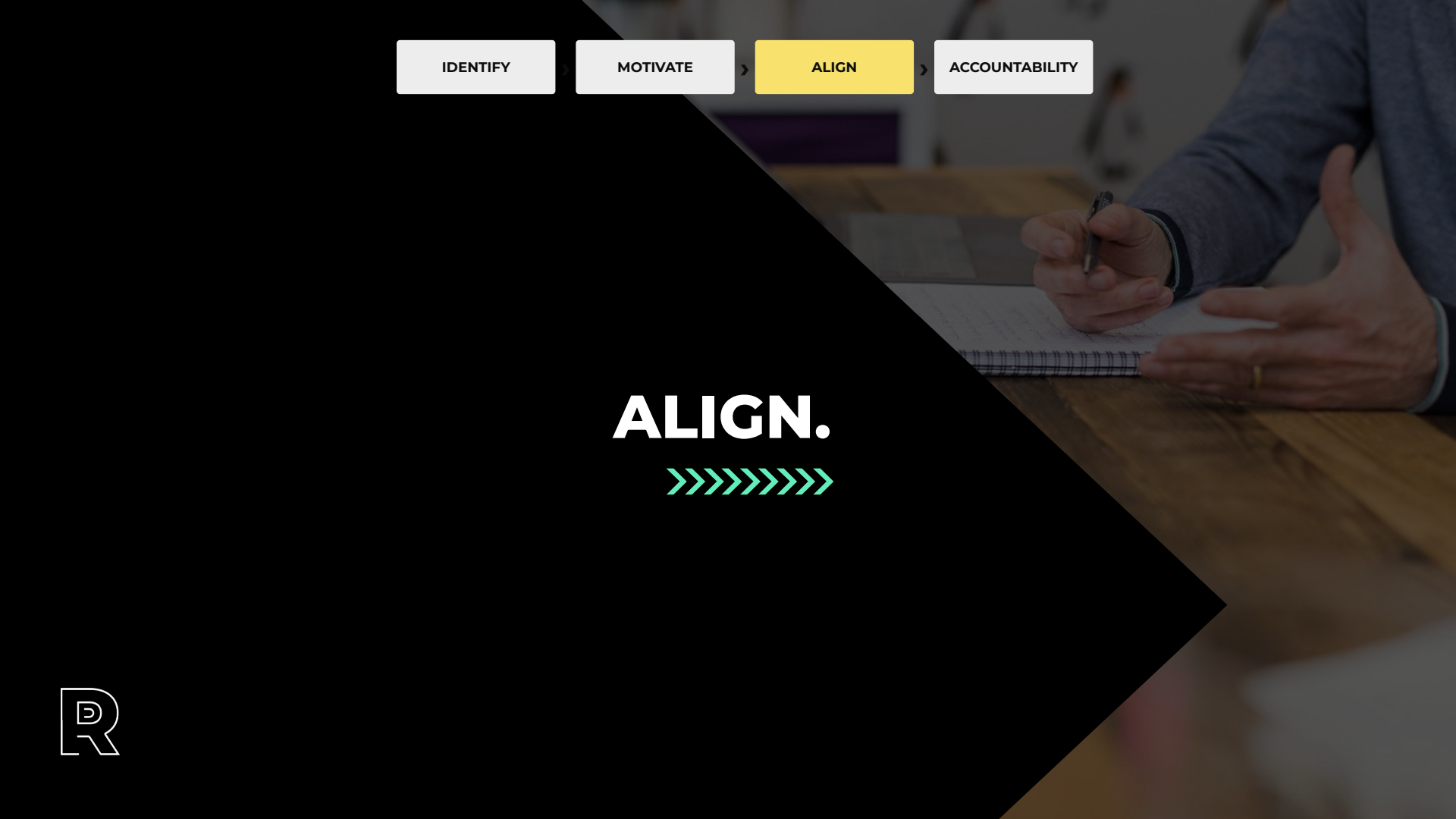
HARDER DEADLINES & PEP TALKS DON'T WORK.

COACHING QUESTIONS

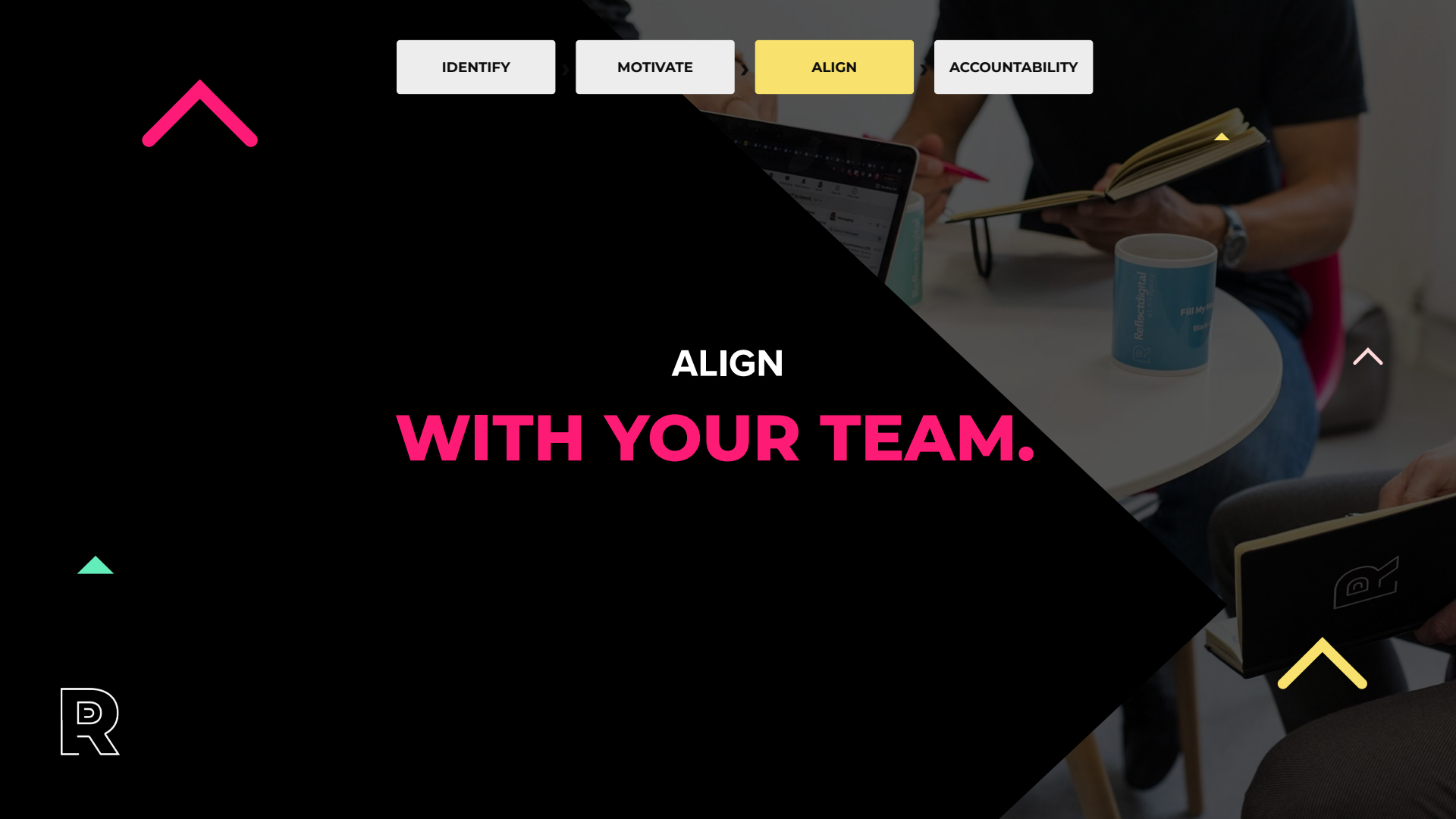
1. What do these values mean to you?
2. How do these values show up for you?
3. How have your values been met this week?

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

ALIGN.



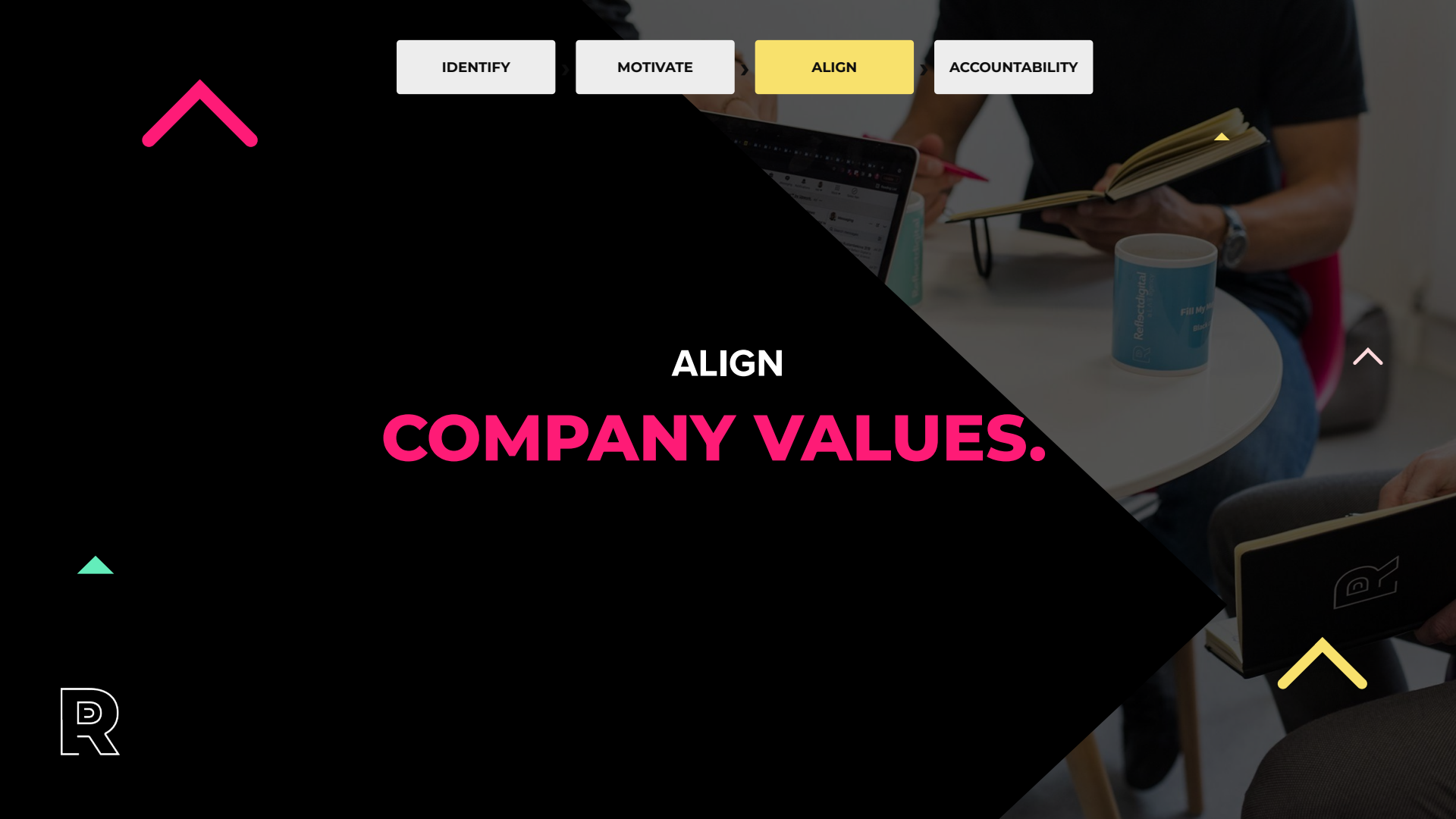
IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY



ALIGN

WITH YOUR TEAM.

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

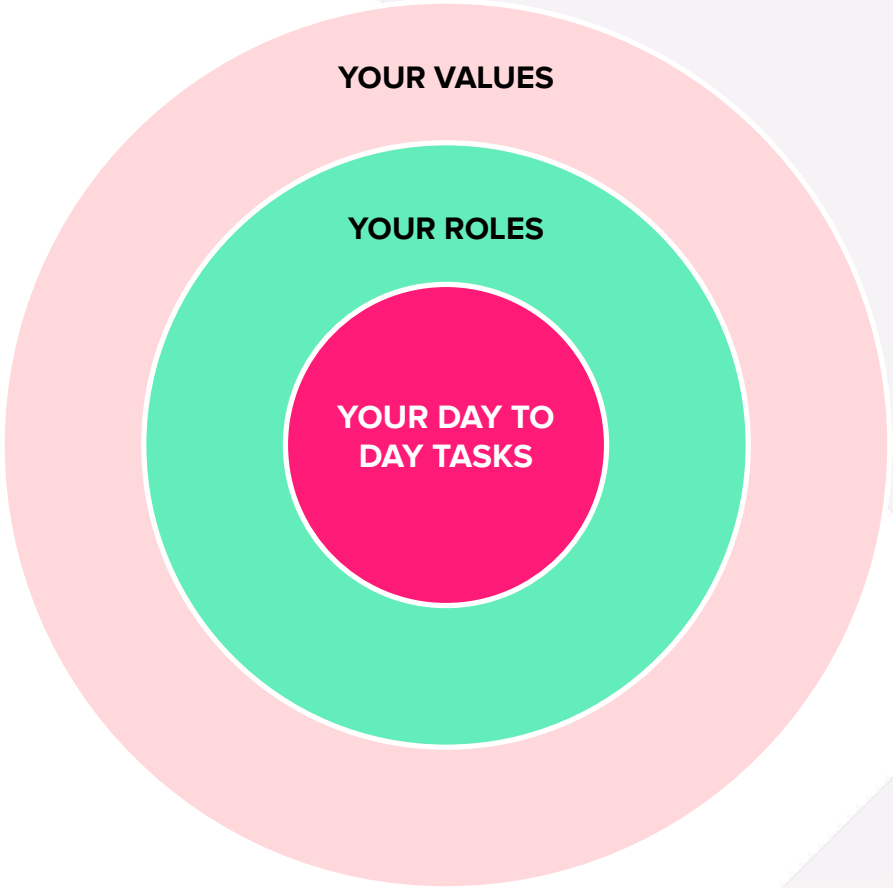


ALIGN

COMPANY VALUES.

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

IDENTITY MAPPING.



MY EXAMPLE: DAY TO DAY TASKS.



IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

MY EXAMPLE: MY ROLES.

People Director

Executive Coach

Mentor

Trainer

Strategist

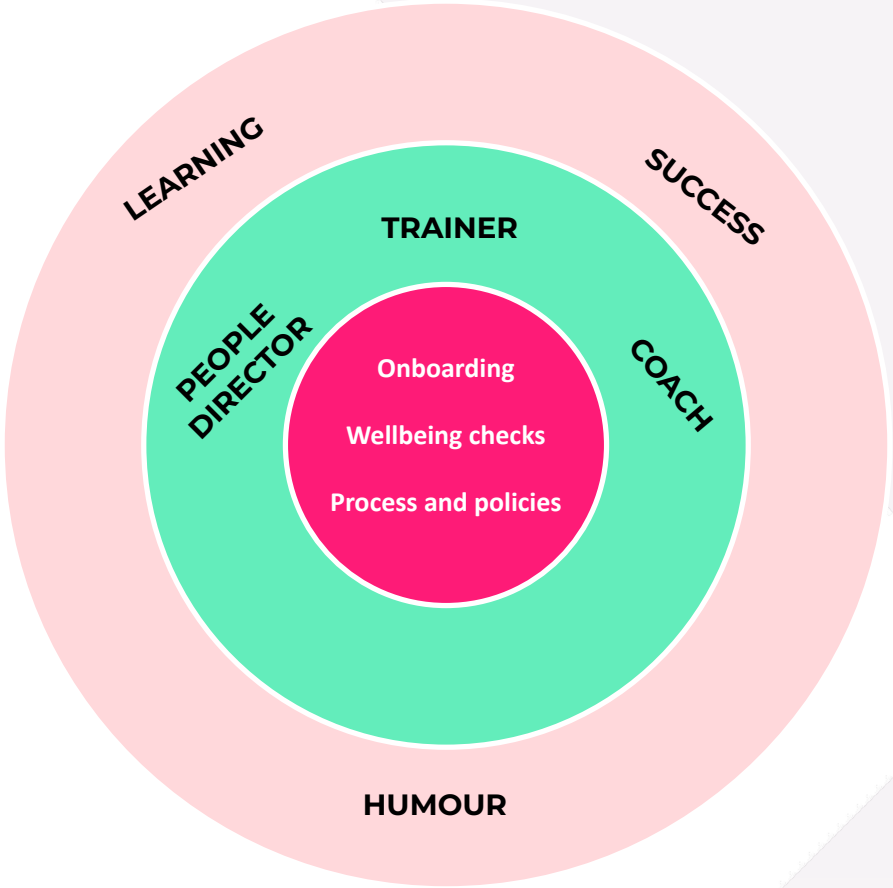
Mental Health First Aider

MY EXAMPLE: MY VALUES.



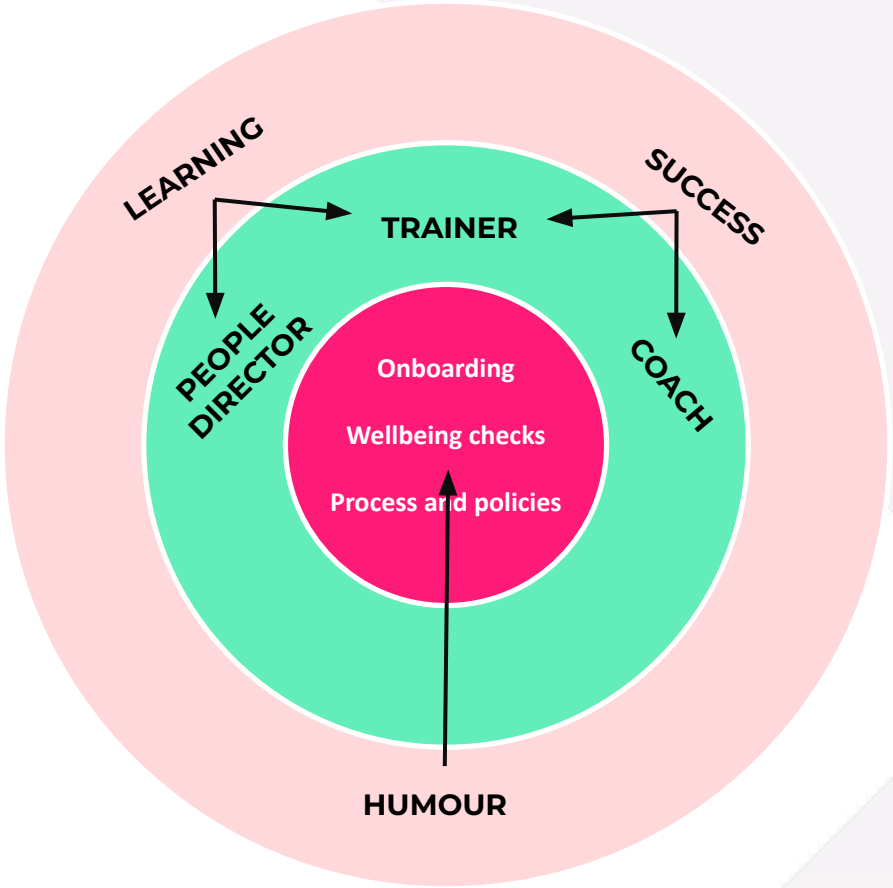
IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

IDENTITY MAPPING.



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IDENTITY MAPPING.



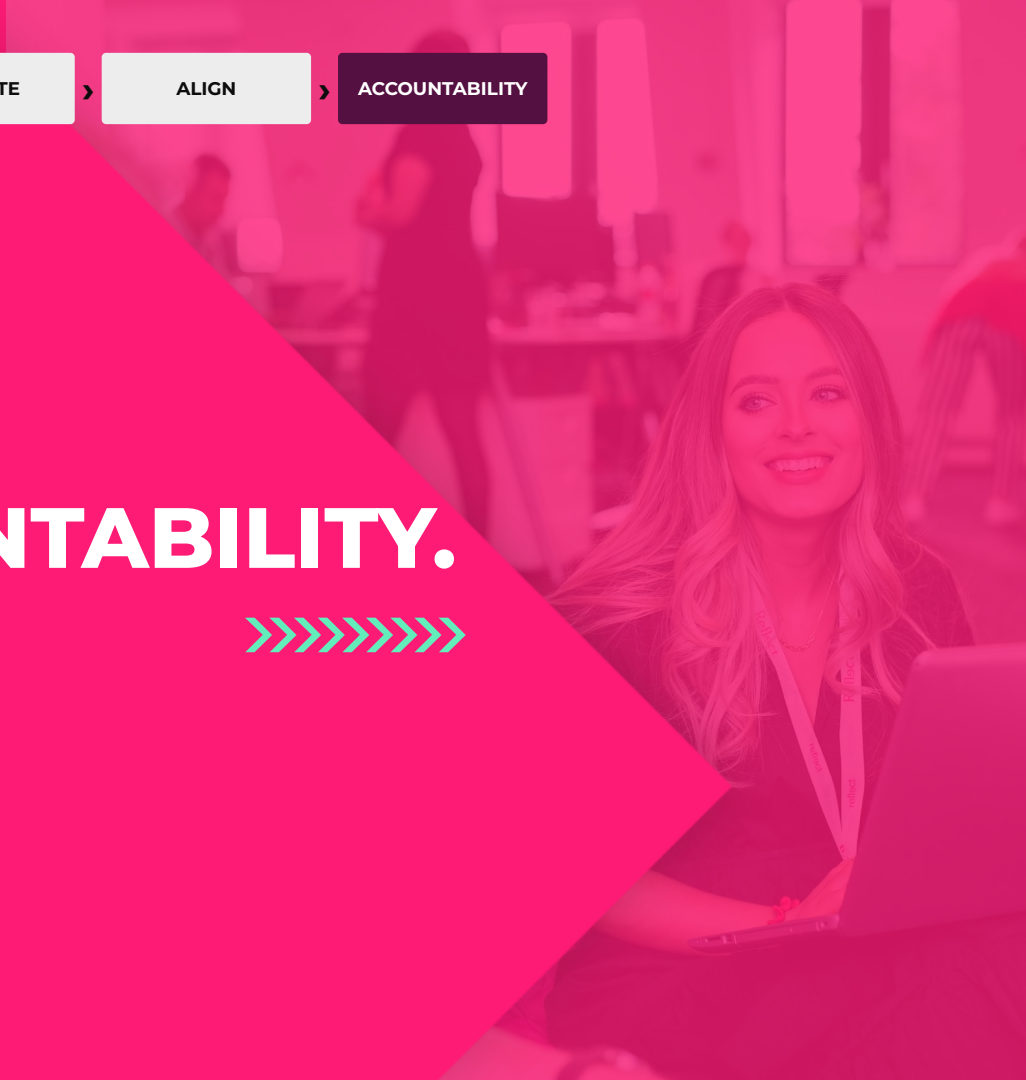
ALIGN: TURN CONFLICT INTO COLLABORATION.



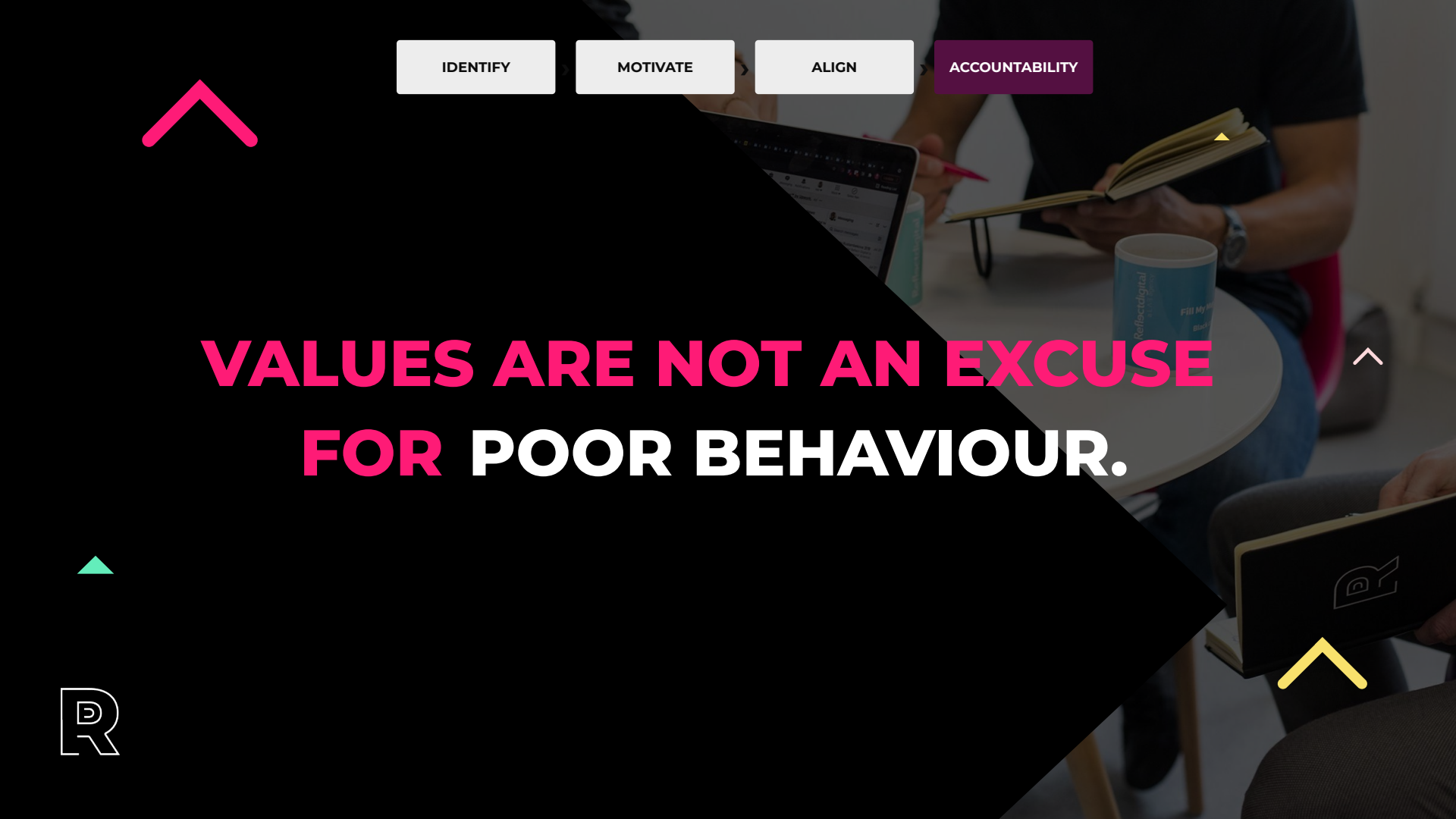
Focus on values in conflict to remove the personal

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY

ACCOUNTABILITY.

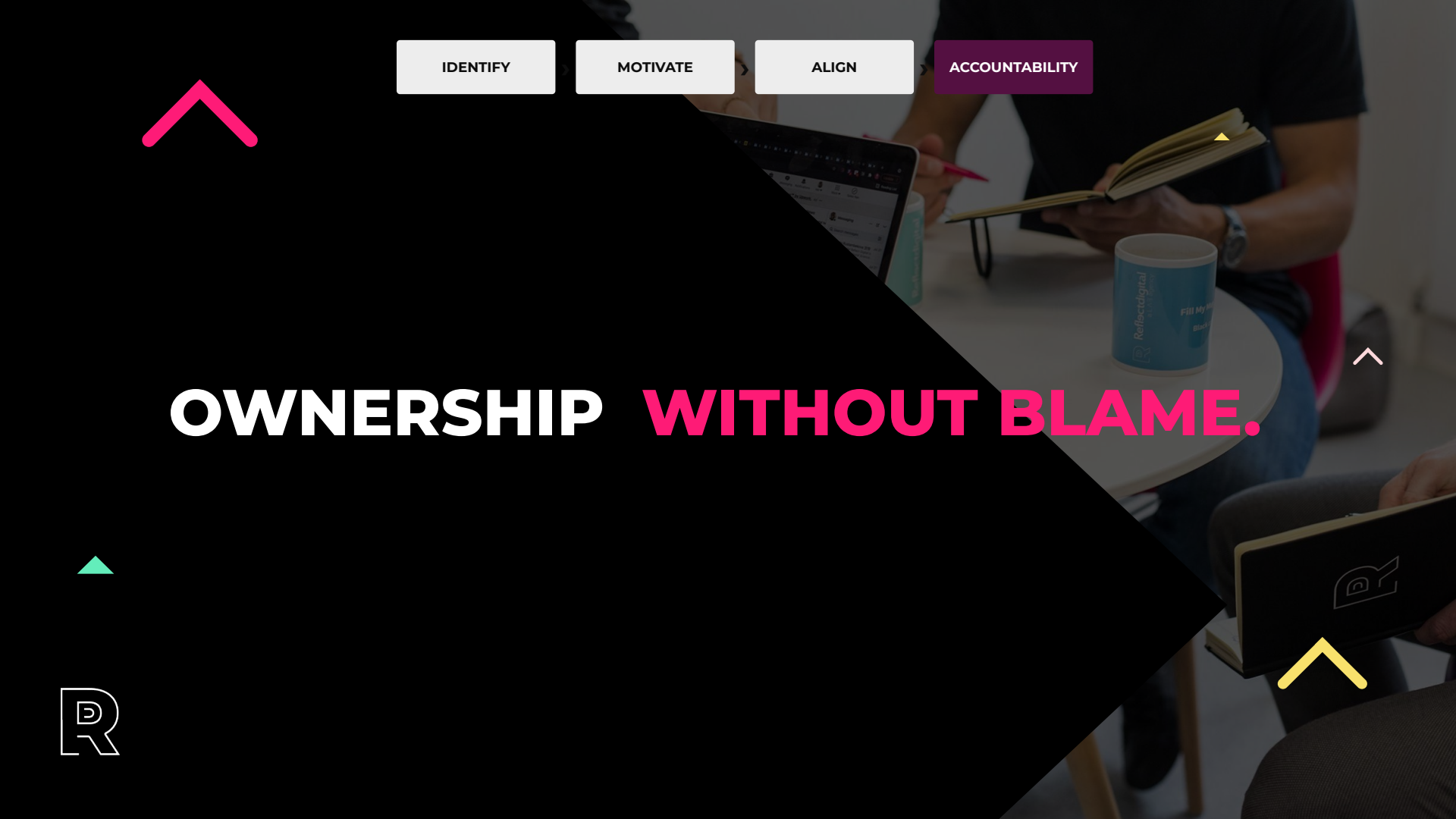


IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY



VALUES ARE NOT AN EXCUSE FOR POOR BEHAVIOUR.

IDENTIFY › MOTIVATE › ALIGN › ACCOUNTABILITY



OWNERSHIP WITHOUT BLAME.

WHAT HAPPENS IF WE GET THIS RIGHT?



FOR THE INDIVIDUAL.

Increased **self awareness**

Increased **accountability**

Motivation and **autonomy**

Reduce **cognitive load**

WHAT CAN HAPPEN: THE TEAM.



Adapted from Lencioni's Five Dysfunctions of a Team, 2002


THREE THINGS
TO TRY.

THREE THINGS TO TRY.

1. RUN ONE VALUES IDENTIFICATION SESSION
2. NAME ONE CLASH
3. SWAP THE INSTINCT

WHAT THE DATA SHOWS...

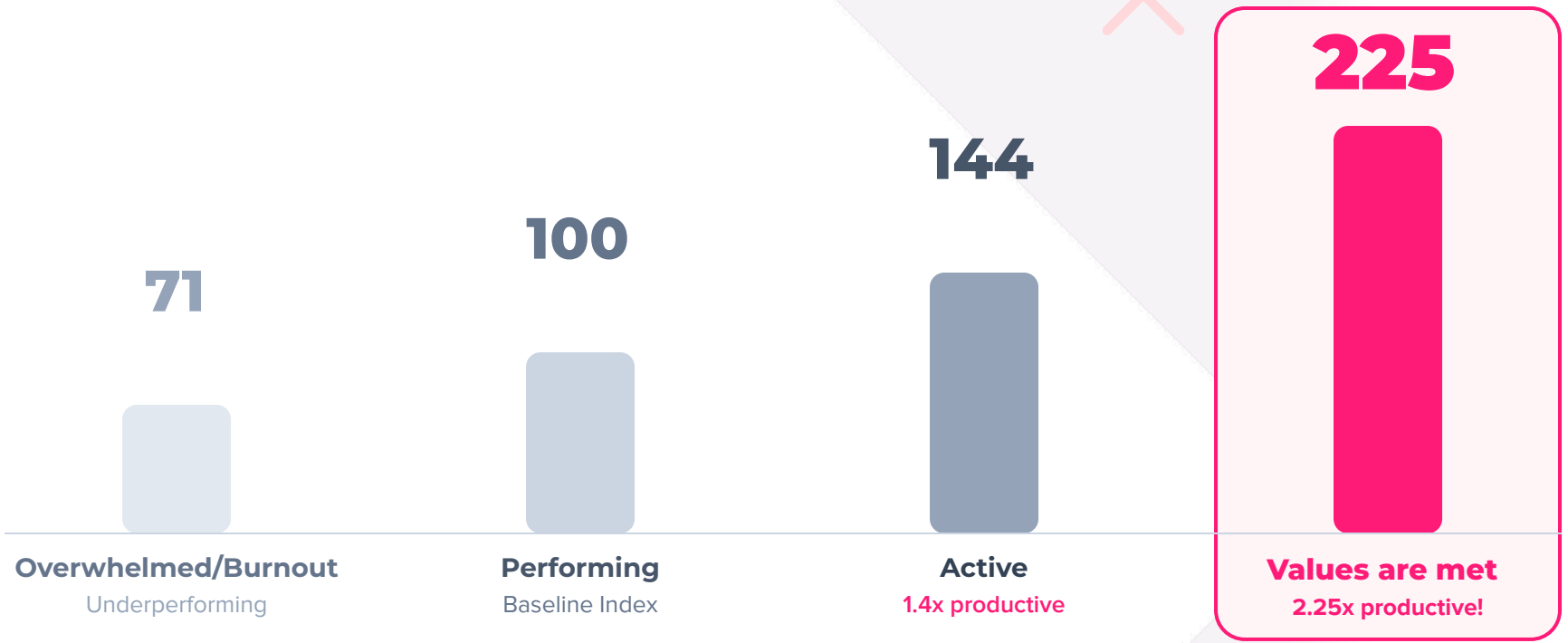
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Reflectdigital

THANK YOU.

Scan to
connect

UNLEASH YOUR DIGITAL PERFORMANCE