

# Building Public Understanding **Toolkit**

## Examples of Values Statements from Districts, Schools and Non-Profit Organizations

*We Value . . .*

**Walking Our Talk as Asset Builders.** We recognize, value, and celebrate the gifts of all people; seek to involve young people in our work; appreciate diversity; and cultivate positive relationships within Search Institute and with external audiences, constituencies, and customers. We seek to be a family-friendly organization and strive toward an infrastructure that supports our stated values.

**Collaborative Relationships.** We work with and learn from others involved in asset building and developmentally attentive communities. We authentically share with the field the roles of experts, leaders, and learners, and seek collaboration with internal and external groups. We intentionally seek to engage collaborators from across political, ideological, religious, cultural, and other differences, believing that active engagement with others—even when we do not agree on important issues—is critical for creating a sense of the common good and for working for positive community and social change.

**Integrity.** We seek to do what is right and treat others with honesty, respect, and dignity. We make clear when we know something and when we believe something—and communicate both.

**Multiple Ways of Learning and Knowing.** We seek to be open to new approaches to learning and sharing what we learn. We use common sense, solid theory, and validated constructs as means of learning, and we celebrate the creative tension between research and application.

**Effective Decision Making and Open Communication.** We strive to make thoughtful, timely decisions, involving the right people and sharing the results of decisions in a timely manner. We can agree to disagree, step aside, and support the decision. We seek to learn from our mistakes and are not afraid to make them.

**Research as a Means, Not an End.** We share learning internally and externally and strive to develop user-friendly tools. We unleash creative application of our ideas and research.

**Balancing Mission and Margin.** We stay true to our mission and recognize that we need money to achieve the mission. We seek to balance mission with good business decisions.

*--Search Institute, Minneapolis*