VALUES For The Future Guide

in association with

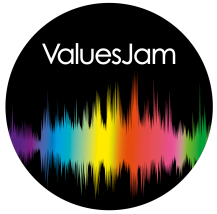
Introduction/Background

The theme for World Values Day 2025 is VALUES For The Future. This theme was chosen because of the key role and strong impact values have in creating our future.

The playful ValuesJam card game was created in response to people seeing the benefit of values-led conversations and wanting a way to facilitate them. Playing the game helps people to connect with each other and build relationships, which is an important part of any flourishing future.

ValuesJam received rave reviews when launched as part of the World Values Day 2021 celebrations and is currently being used in more than 30 countries worldwide.

The card decks can be used in all sorts of settings: friends and family, schools, clubs, workplaces, community groups, residential care settings and others.



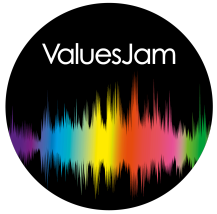
What is ‘the future’?
The future is the period of time that will come after the present, or the things that will happen then. Decisions, choices and behaviours today have an important bearing on the future and, by definition, values play an integral role.

What is the role of values in the future?
Shared values are considered to be the foundation of ethics, community and culture. When people's values are met or matched, they feel a sense of satisfaction, harmony, or rapport. When their values are not met or matched, people often feel dissatisfied, incongruent, or violated. This applies not only in the present but also sets the tone for the future.

What is ValuesJam?
ValuesJam is a playful card game that connects people through values-led conversations. It helps to get the conversation started and provides prompts to help you share your thoughts and feelings with other people.. ValuesJammers tell us that the card decks enable both light & playful conversations as well as those that go deeper and are more meaningful. For example, playing the game can help you tap into the playful curiosity of children or the experience and wisdom of other people.

What are Values?
- We all have values (things that are important to us)
- They guide our choices, decisions and actions
- When we are able to live our values every day we are at our our best
- Some people are more aware of their values than others and are already ‘in tune’
- Playing ValuesJam helps all of us get in tune with our own values as well as understanding what wavelength other people are on

“You don’t get harmony when everyone sings the same note.”- Doug Floyd



The power of values led conversations
Although conversations are an exchange of ideas between two or more people, there are many reasons why they sometimes do not go as well as you might like. Using ValuesJam for values-led conversations has several benefits:

1. A values conversation **highlights similarities and differences**. Talking with someone who is different from you can be the most enlightening and interesting experience. At the same time, values are a great way to find out what you might have in common, even if you don't know what that is yet.

2. Research suggests that **people who ask more questions are better liked by their conversation partners than people who ask fewer questions**. A question can either kick off a conversation or keep it going and open questions are at the core of the ValuesJam card game.

3. The ValuesJam questions are carefully designed to **invite authenticity and comment in a safe space**. People want to get the real you so they can express the real them.

4. A values-led conversation **connects people at a deeper, emotional level**.

5. You can **build confidence** by having these conversations more often and people are nearly always willing to engage in a conversation when prompted by someone else.

6. Just like in a music jam, any awkward moments don't have to trip you up. Be curious and embrace the moment. You might even find that it helps to enhance the conversation.

Here's what people say:

"ValuesJam cards will be a fun and impactful tool for those wanting to: expand their understanding of "self" and "other;" build bridges and increase collaboration; explore their personal and company values; and deepen relationships."

"What an incredibly powerful and fun way to disrupt the mundane way we usually see, think and talk about values."

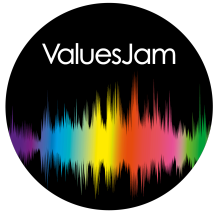
"A great way for employees to feel a sense of belonging to the whole organisation and connection with each other, irrespective of geography."

VALUES For The Future

You can play ValuesJam in person and on Zoom/Teams etc.

ValuesJam is an easy way to join in with World Values Day celebrations AND explore the future.

It is our ambition to create harmony all over the world by inspiring one million values-led conversations.


ValuesJam

How might ValuesJam be useful?

You can use it to bring people together in 1:1 conversations or to organise group discussions where appropriate.

How many ValuesJam conversations can you inspire and/or take part in?

We believe that, when people talk more about their values, the more we will build harmony and understanding in the world, so the more conversations now, the better the future could be!

If you like, you could consider joining the World Values Day ValuesJamathon where 31 ValuesJammers will have a ValuesJam with a person or people of their choice posted on the ValuesJam YouTube channel every day from 1-31 October 2025.

How you can use ValuesJam to explore the future - suggested activities

You can use the ValuesJam card game if you already have an established/published set of values for yourself personally or for your organization or community, if you would like to refresh your values, or if you want to decide on your values from scratch.

Activity #1: **How to use ValuesJam to agree your values**

Step 1 - Values exploration:

- What is important to you?
- What makes you unique and special?
- What is your core or essence?
- What are your best hopes for the future?

- What do you look like/feel like/sound like when you are at your best?
- What are some of your legendary stories?
- What is NOT acceptable to you?
- What might make you feel upset/angry?

Exploring these questions will give you clues to what your values are, when they are being met/not being observed by you or members of a community and how to deal with this in the future. Remember to take some notes of your discussion. It is important that all contributions are acknowledged and recognised.

Step 2 - Values selection:
Use the ValuesJam deck to help you with this discussion by going through the deck and creating 3 piles:

1. Yes - this value is important in the future
2. No - this value is less relevant for us in the future
3. Maybe - this feels like it *might* be important in the future

Keep sifting, sorting, combining and discussing until you come up with your top 3-7 values. This number may vary - some individuals/communities might only have 3 and others might have more.

Step 3 - Values definition:
When you have agreed your top 3-7 values use ValuesJam to discuss what these values mean to your/your community's future and come up with a short definition for each one.

You can follow these steps in a style and at a pace that suits you. Some people prefer to go quickly (speed dating style) and others will want to have a deeper, more considered exploration of their values. Both are good.

You can have someone independent or professional facilitate this for you (look at the skills and experience your colleagues have) or you can do it together as a group and learn as you go.

Activity #2: How to use ValuesJam to explore what your organization/community values mean to your members:

Step 1 - Selection:
Choose a card that either is one of your values or makes you curious OR Freestyle – pick a card at random and go with the flow.

Step 2 - Play:
Take turns to ask questions with your fellow ValuesJammer(s), make it inclusive…

- Be open
- Be honest
- Be respectful
- Be kind
- Be curious
- Listen
- Reserve judgement and enjoy the vibe.

There are no right or wrong answers here. Just share your stories and go with the flow. It's also ok "not to know" yet. If that's the case, see what ideas you get from listening to the other ValuesJammers.

Which questions do you ask?
We recommend that you always ask the first and the last questions on each card. The rest are up to you. You can even make up your own questions!

How many cards should you play in a session?
It's up to you - it depends how much time you have and how much fun you are having.
Open questions work best – beginning with what, where, when, how or who. Use "why' with extreme caution – it can imply judgement and make people feel defensive.

Useful Info about ValuesJam

Lingo
You will have noticed that ValuesJam has its own language - here is a quick guide:

ValuesJam – a playful card game which connects people through values-led conversation
ValuesJammer – somebody who plays the ValuesJam card game
ValuesJamming – playing the ValuesJam game
ValuesJam Founder Member – the first ValuesJammers who signed up before 31st October 2021
ValuesJammer band – the ValuesJammer community as a whole
ValuesJam stage – any place where ValuesJam is played eg home, club, church, office, factory, bar/restaurant
We also encourage the language you hear in music circles because of the connection with a music jam eg vibe, play, tune, track, riff, set, gig etc

ValuesJam and World Values Day Projects
We use donations from the ValueJam Deepdive sessions to support values projects all over the world with free ValuesJam card decks to celebrate World Values Day.

If you would like us to consider supporting your project please get in touch.

We are open to supporting projects that drive values awareness and practice globally as well as more local projects. Projects can be related to the topic of values generally or specific values in the deck eg a kindness project.

Please join the ValuesJam conversation on social media

We'd love to hear about your experiences of ValuesJamming in your community.

Connect with us: @ValuesJam on Insta,, Twitter. ValuesJam on LinkedIn, Facebook

Co-Branding

The ValuesJam deck can be customised with your company logo. For more information contact us: Jamming@values-jam.com