



TECHTRANSFORMED

Start with values



by: **doteveryone**

Responsible Strategy

Understanding, clearly articulating, and committing to your organisational values is the first step to better business planning and more responsible metrics.

Below are questions that can be used as a starting point for decision-making and objective setting that will move your organisational, team or product behaviour closer to the values you want to uphold.

○ What do you value most?

Start internally, and pragmatically. This might be your craft, your ability to innovate, your colleagues and collaborators, the investment, or the opportunity you have.

And externally, what do you work the hardest to maintain? This might be trust, sustainability, reliability, or security. Or it might be reputation, profit margin, or pipeline.

How do these translate into values for your organisation that you can tell stories around?

○ What behaviours do you value?

What are the adjectives that describe the ways you or your team achieve things when you're at your best?

What do you look for and champion in others?

○ Who do you value most?

Who is most important to you — is it your shareholders, investors or stakeholders, your workforce, your customers or your clients?

If it's your customers or clients, then be specific about which segment: is it the most vulnerable, the most engaged, or the most profitable?

When you need to compromise, who do you feel comfortable benefitting, and who do you feel comfortable disadvantaging?

○ What value do you create?

If you know what you value, and who you value, then you need to ask what benefit you provide to those people.

Responsible Digital Metrics

Your vision and purpose is the compass for your organisation. The next step is to provide a guide for the collective responsibility of those within the organisation for the products they put into the world.

Principles provide a framework for decision making at all levels in an organisation. They reflect a company's beliefs, values, and overall vision. For principles to become real, they need to ultimately translate into KPIs that help you to measure if you are accomplishing your vision according to your values.

- 1 Does your vision, purpose or values help you to articulate the intended consequence of a product?**
- 2 What are the unintended consequences of your vision, purpose, or values as they steer your product decisions?** (if you decide to take an action based on your values, what else might happen as a result?)
- 3 From what you've identified above, can you turn your values into clear guiding principles for your product(s)?**
 - How do you want people in your organisation to do this? (what are the responsibilities of your teams?)
 - What would success of this principle look like? (If your product does this, what do you want the result to be?)
 - How will you measure this? (What is the KPI of a successful product principle implementation?)

About this resource

Doteveryone

Doteveryone is an independent think tank that explores how technology is changing society, shows what responsible technology can look like, and catalyses communities to shape technology that serves people better.

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