



# THE VALUES PYRAMID QUESTIONNAIRE for Training Organisations

Eric Almquist, John Senior and Nicholas Bloch wrote a September 2016 Harvard Business Review article “The Elements of Value” which describes how “products and services deliver fundamental elements of value that address four kinds of customer needs: Functional, Emotional, Life Changing and Social Impact.” They proscribe that “In general, the more elements provided, the greater the customers’ loyalty and the higher the company’s sustained growth.”

Based on their research, we developed the following questionnaire to help trainers, consultants, educational institutions etc. measure the value they give to their internal and external clients.

Use the Values Pyramid Questionnaire to explore how your training company or HR business unit delivers value to your company internal or external clients, course participants, students etc. The more ticks the more you add value. If you didn’t get a tick in some areas, try to change the way you operate to include that value in what you offer.

**Company/Training Unit name:** \_\_\_\_\_

VALUE	DESCRIPTOR	TICK
<b>SOCIAL VALUE</b>		
Self-Transcendence	On our courses, we help people work as a team.	
<b>LIFE CHANGING</b>		
Provides hope	Our courses engender a positive outlook for their personal and company’s future.	
Self-Actualisation	Our courses/services allow clients to be the best that they can be.	
Motivation	We motivate course participants to put their learning into practice.	
Heirloom	We help companies build on their generational values.	
Affiliation / Belonging	We help our participants feel they belong to a group of like-minded people.	
<b>EMOTIONAL</b>		
Reduces anxiety	We quickly allay participant’s fears about being trained.	
Rewards me	Our courses reward participants with practical skills they can use in the future.	
Nostalgia	We tell meaningful message stories allied to the course topic that participants relate to.	
Design aesthetics	Our course design takes into account the demographics, learning styles, past education etc. of our participants.	



<b>VALUE</b>	<b>DESCRIPTOR</b>	<b>TICK</b>
Badge value	Our courses generate an understanding of the company's culture and worth to clients.	
Wellness	We make people feel good.	
Therapeutic value	Our courses have a healing effect on participants.	
Fun / Entertainment	We help people learn by having fun on courses.	
Attractiveness	We teach people how to be employees that employer's value.	
Provides access	We provide access to advice and other activities which will help them after the training they receive from us.	
<b>FUNCTIONAL</b>		
Saves time	We help people save time and be more productive by upskilling them and changing their attitudes or negative behaviours.	
Simplifies	We make learning seem simple with user friendly checklists, models and user guides.	
Makes money	Our courses help our clients improve their services and make money.	
Reduces risk	We help participants understand business risks and how to avoid them.	
Organises	Our courses are designed to help people organise their lives better.	
Integrates	We integrate our learning into the company culture.	
Connects	We help participants connect to the company's goals.	
Reduces effort	We upskill participants so that tasks they think are difficult become much easier.	
Avoids hassles	We help participants avoid hassles back in the workplace.	
Reduces cost	We train to help company's or business units to be more productive and reduce costs.	
Quality	We provide quality training and consulting services.	
Variety	Our courses have a variety of engaging activities and learning methods.	
Sensory appeal	Our course activities allow participants to engage with the topic via sensory methods (see, touch, feel etc.).	
Informs	We inform participants of the latest trends, helpful products and ideas etc. which will keep them ahead of competitors.	

*Source: Harvard Business Review September 2016 article "The Elements of Value" by Eric Almquist, John Senior and Nicholas Bloch*

