

**LEARNING & DEVELOPMENT
BUSINESS CONSULTANT**



ANDREW BEEHIVE
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A PROPOSAL BY:

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ETHICAL INTELLIGENCE PROGRAMME

The Ethical Intelligence Programme is a model for exploring personal and organizational values that ensures alignment with a common mission for all team members.

Understanding personal values increases employees' motivation and increases their efficiency, while exploring team values produces visible effects on organizational culture by creating an ethical learning environment.

Moral education is an extremely important component in shaping the character of employees, and the Ethical Intelligence Program contributes to increasing awareness, coherence and proactivity.



Personal Values

The first session of the EIP aims to create the framework understanding of the concepts related to ethics and morality, explores the methodologies through which the concepts are understood concretely, exposes the relationship between virtues, values, principles, attitudes and behaviour, the importance of values in communication, elements of neuroscience and mapping team values through various theories.

Team Values

The second part of the course explores the filters we get through from personal values to team values. The first filter helps when integrating differences of perspective on values during the developmental stages of the individual, the second filter is materialized through Gouveia's theory of values, and the last two use the dichotomy OLD / NEW power values / models and the filters SUCCESS and ACE to define of concepts.

Between the two sessions there are individual interviews with each member of the team to personify the brand through desirable values.



Life-long learning

The PV-EIP module begins with defining perspectives on the learning path, defining the route development through the concept of Personal Odyssey.



The meaning of life. Ethics and morality

Defining the axis of personal and ethical mundi in analogy with the functioning of the movements from the solar system.



From abstract to concrete

Tools for understanding of abstract concepts – Huyakawa's scale of abstraction.
Defining notions.



Defining values

Explaining paradigms exploring values through related criteria of culture, generation, desirability.



Exploring personal values

Introspection exercise and analysis starting from 52 values in order to select three individual cardinal values.



Acknowledging the differences between principles

Comparison exercise of the perception of values through an exercise formulation of principles. Interactive activity.



The neuroscience of values

We give meaning to life through stories, and at the base of these narratives are personal values. Fictional memory. Motivation. Confabulating.



The theory of Schwartz

Team values map made based on the methodology developed by Schwartz, awareness of the moral orientation of the team in the liberal / conservative quadrants.



Communication through values

Exercise of debate based on controversial topics that show the structuring of opinions, beliefs and values.



The tree of values

The visual expression of the formation of opinions from beliefs and beliefs in values. Assertive communication.



What is Ethical Intelligence

Concluding the PV-EIP session by deepening the ethical language, of the elements of universalism and mindfulness.



Brand Persona

One-on-one interviews with team members to set the desirable characteristics of the team in which they work.



Team Values. Childhood memories

Knowing the team by deepening through storytelling of two moments in life: childhood and the peak of his career. The values of the child in parallel with the values of the adult.



The theory of Gouveia

Values in relation to life perspectives and reality filters. Personal interests. Group interests.



Actual Values

Presentation of currently identified values by team members in individual interviews.



Desirable Values

Presenting the values that the whole team wants for the future of the organization.



Old/new. Models/values

Exercises in four teams to analyze the brand values of well-known organizations. Relationship with the target.



Debate the values

Team discussions for the realization of 6 values identified by team members.



S.U.C.C.E.S.S.

Applying the S.U.C.C.E.S.S. in the teams debating the 6 semifinalist values from the perspective of simplicity, originality, credibility and emotional impact.



A.C.E.

Mixing the 6 values two by two based on the principles of A.C.E. : actionable, connective and extensible.



Results

At the final of the three steps: personal values, one-to-one interviews, team values there will be a comprehensive report with the conclusions.

For making this instrument useful the business consultant may ask you to integrate the Process Communication Model and Life Styles Inventory reports in order to develop a guidance process during the follow-up.



Thank you!

Ethical Intelligence Program is a learning and development model created by Andrew Beehive Consulting.

The creator of this model is Affiliate of International Values-based Education Trust.

Andrei Stupu:

My life mission is education. I am an entrepreneur, business consultant, trainer, coach and researcher. I founded Andrew Beehive Consulting in order to help organisations become more inclusive to generational collaboration and to develop moral education. I create valuable educational designs, innovative learning experiences and inspirational content, based on intergenerational studies and ethical intelligence.