

EMBARGOED UNTIL

Thursday, 23 July 2015, 12pm

CONTACT: Vincent Ho**T:** +65 6853 2658**M:** +65 9009 4824**E:** vincent.ho@advantage-consulting.com**W:** www.advantage-consulting.sg**2015 National Values Assessment Identifies Top 10 Current and Desired Values of Singapore Residents in the Singapore Society**

The study showed peace, concern for future generations, caring for the elderly, disadvantaged and environment as some of the top 10 desired values for the Singapore society

Singapore, 23 July 2015, 12:00pm – aAdvantage Consulting Group and Barrett Values Centre jointly conducted the 2015 National Values Assessment in Singapore that showed the following (not in order of importance):

1. Top 10 values¹ Singapore Residents said best describe themselves:

Family, friendship, caring, compassion, respect, responsibility, happiness, health, honesty and positive attitude.

2. Top 10 values Singapore Residents perceive reflect the Singapore society today:

‘Kiasu’, ‘kiasi’, competitive, materialistic, self-centred, blame, security, education opportunities, effective healthcare and peace.

3. Top 10 values Singapore Residents said they desire to see in the Singapore society:

Affordable housing, effective healthcare, employment opportunities, caring for the elderly, caring for the disadvantaged, quality of life, caring for environment, compassion, peace and concern for future generations.

“The objectives of the study are to obtain preliminary insights into what matters to Singapore Residents and to generate meaningful dialogue about the society and workplace environment that Singapore Residents desire,” said Vincent Ho, Director of aAdvantage Consulting Group.

¹ These comprise values, beliefs and behaviours that are expressions of human needs and provide insights into what participants currently experience and desire.

This is the second time aAdvantage Consulting Group and Barrett Values Centre jointly conducted this study. The first survey was conducted in 2012.

The 2015 National Values Assessment in Singapore examined what Singapore Residents consider are the values, beliefs and behaviours that best describe them at a personal level, their perception of the Singapore society and their workplace as these are today, and what they desire them to be. Singapore Residents are defined as Singapore citizens and Permanent Residents. Values as defined in Barrett Values Centre's National Values Assessment² comprises of values, beliefs and behaviours that are expressions of human needs and provide insights into what participants currently experience and desire.

A total of 2,000 Singapore Residents were surveyed between March and June 2015 for the 2015 study. A stratified quota sampling across gender, age and housing types across constituencies was taken for the survey process and the data was collected mainly through face-to-face interviews.

“Our motivation to embark on the 2015 National Values Assessment was drawn from the 2012 study as the results not only resonated with what we felt about the Singapore society then, including the workplace environment, but the key topics that surfaced from the study were subsequently dialogued upon during the Our Singapore Conversation,” said Vincent. Some of these key topics that were part of the Our Singapore Conversation were affordable housing, effective healthcare and care for the elderly and the disadvantaged.

What Singapore Residents consider are the values and behaviours that best describe themselves

² <http://www.valuescentre.com/our-products/products-society/national-values-assessment-nva>

Based on 2,000 respondents, the 2015 study showed that Singapore Residents value relationships; half of the top 10 values selected by them indicate this which are family, friendship, caring, compassion and respect. The other values are responsibility, positive attitude, honesty, happiness and health.

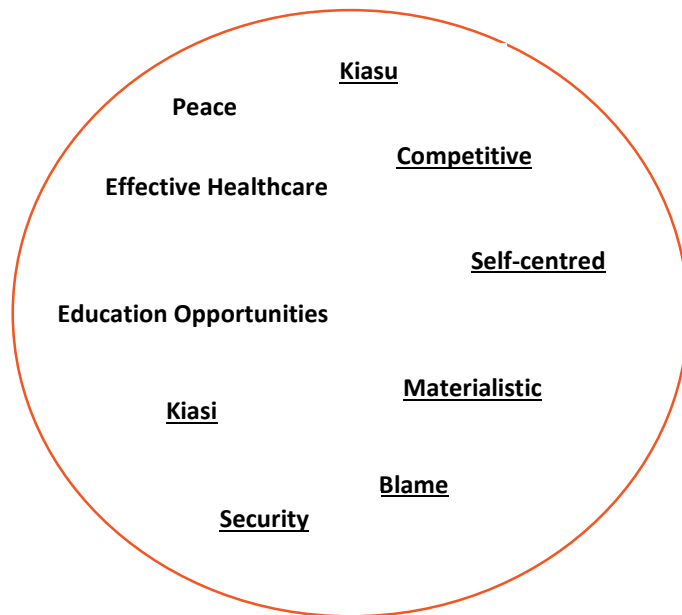
How Singapore Residents perceive the Singapore society as it is today

Based on 2,000 respondents, the positive values Singapore Residents selected for what best reflects Singapore society today are security, effective healthcare, peace and education opportunities (Figure 1). “A significant observation between the 2012 and 2015 results is that three of the positive values listed - peace, educational opportunities and effective healthcare - feature for the first time in the top 10 values Singapore Residents perceive reflect the Singapore society today. This potentially indicates that people are experiencing and acknowledging improvements in these areas,” observed Phil Clothier, CEO of Barrett Values Centre.

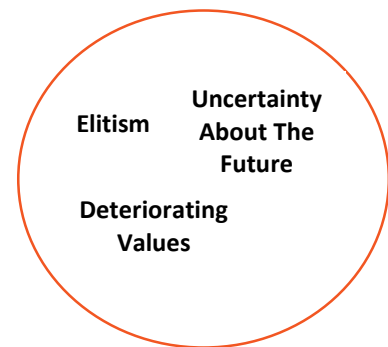
Six of the values they selected are potentially limiting. Potentially limiting values and behaviours are values, beliefs and behaviours that may not be intrinsically negative, but could be harmful if lived to excess. The six potentially limiting values Singapore Residents selected include: ‘kiasu’, ‘kiasi’, materialistic, blame, self-centred and competitive.

Three potentially limiting values in the current Singapore society were dropped from the top 10 current values in 2015 when compared to 2012. These were deteriorating values, elitism and uncertainty about the future. “This could be an indication of positive change,” remarked Phil.

Figure 1: How Singapore Residents Perceive Singapore Society as it is Today (Values that are underlined indicate those that feature across the 2012 and 2015 results)



**2012 Top 10 current values
that no longer feature in the
2015 results**

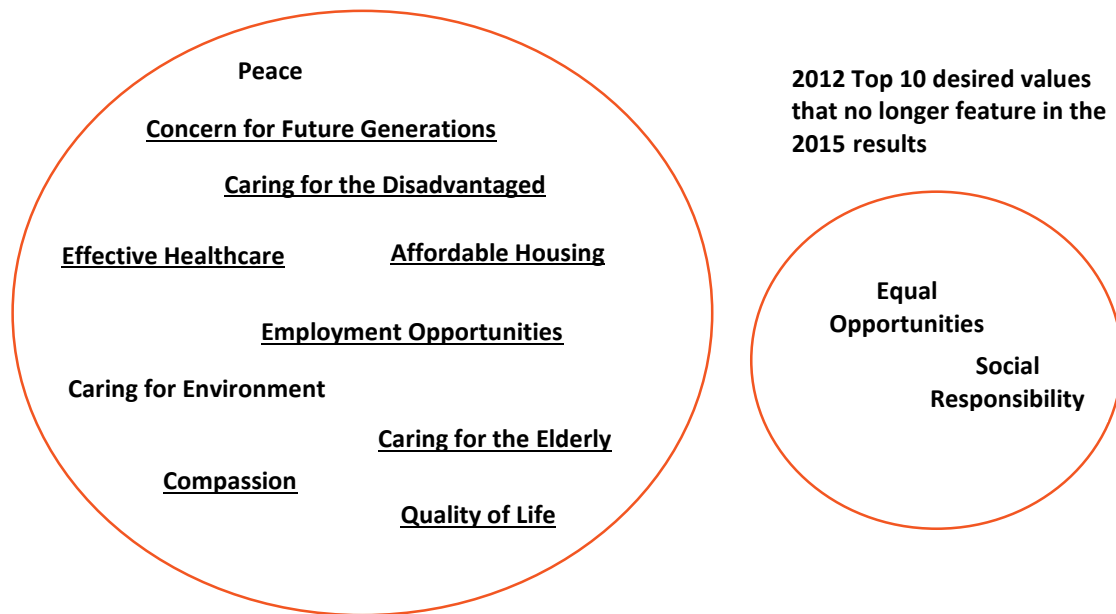


**What Singapore Residents said
would define their desired Singapore**

society

The 2015 National Values Assessment also measured what Singapore Residents said would define their desired Singapore society. Based on 2,000 respondents, affordable housing, caring for the elderly, effective healthcare, compassion, quality of life, caring for the disadvantaged, employment opportunities, peace, caring for environment and concern for future generations are the top 10 values Singapore Residents said they desired to see in the Singapore society (Figure 2).

Figure 2: What Singapore Residents said would Define their Desired Singapore Society (Values that are underlined indicate those that feature across the 2012 and 2015 results)



“Eight of the top 10 values selected in the 2015 study for the desired societal culture are similar to what was desired in the 2012 study. They are affordable housing, caring for the elderly, effective healthcare, compassion, quality of life, caring for the disadvantaged, employment opportunities and concern for future generations. These remain important to the Singapore Residents and perhaps it is instructive to find out how recent changes in policies and implementation surrounding these areas have resulted in positive outcomes and what remains challenging,” commented Phil.

The 2015 study showed two new additions to the list of top 10 desired values which were not in the 2012 study. These are peace and caring for environment.

Values in the current culture Singapore Residents want to receive more prominence in the desired culture

The survey also measured which values in the current culture Singapore Residents want to receive more prominence in the desired culture. These are called values jumps. The values with the highest value jumps, those with the biggest increase in votes, are the ones that should be given the most attention.

The values that received the largest increase in votes and are also in the top 10 desired culture include affordable housing, compassion, caring for the elderly, caring for the disadvantaged, care for environment and effective healthcare (Figure 3).

Figure 3: Singapore NVA 2015: Values Jump

A value jump occurs when there are more votes for a value in the Desired Culture than in the Current Culture. Listed below are the values with the largest increase in votes. The values in bold are represented in the Desired Culture.

	Current Culture Votes	Desired Culture Votes	Jump
affordable housing	226	859	633
compassion	177	633	456
caring for the elderly	385	775	390
caring for the disadvantaged	178	519	341
integrity	63	377	314
care for environment	186	477	291
effective healthcare	433	716	283
respect	99	380	281
responsibility	102	353	251
equal opportunities	179	429	250

Next Steps

“This study is not intended by itself to be conclusive. We make no attempt to interpret the results. The value of the study comes in the form of subsequent dialogues with relevant stakeholders over what is flagged out as key questions,” said Vincent. “Perhaps some of these key questions or talking points would be:

From vision to results

1. Who do we expect to lead and drive all changes?
2. What are the roles and responsibilities the community of stakeholders can play to effect the desired change?
3. What are the policies that have worked and what remains challenging? What might we do differently?" suggested Vincent.

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Note to Editors

aAdvantage-IPS Closed Door Discussion on 2015 National Values Assessment

The 2015 National Values Assessment results were released on 23 July 2015 at a closed door discussion organised by the Institute of Policy Studies where Mr Phil Clothier, CEO of Barrett Values Centre, was the speaker and Mr Lim Siong Guan, Chairman of Honour (Singapore) and Adjunct Professor in the Lee Kuan Yew School of Public Policy and Mr Ho Meng Kit, CEO of Singapore Business Federation, were the discussants. Participants of this session included key personnel from the public and private sectors, non-government organisations and academia.

Sampling Information of 2015 National Values Assessment

A total of 2,000 Singapore Residents were interviewed between March and June 2015 for this study. A stratified quota sampling across gender, age and housing types across constituencies was taken for the interviewing process and the data was collected mainly through face-to-face interviews and some through online survey.

Definitions of Terms Used

- **Values:** These comprise values, beliefs and behaviours that are expressions of human needs and provide insights into what participants currently experience and desire.
- **Potentially limiting values and behaviours:** Values, beliefs and behaviours that may not be intrinsically negative, but could be harmful if lived to excess.
- **Kiasu:** A local colloquialism in the Hokkien dialect that directly translates as "scared to lose". It is generally used to describe selfish and inconsiderate behaviours.
- **Kiasi:** A local colloquialism that directly translates as "scared to die". It is generally used to describe over-cautious or extremely risk-averse behaviours.

About aAdvantage Consulting Group

aAdvantage Consulting is a business consultancy firm that partners organisations in leading their business and organisational transformation from "Vision to Results". Established in 2002, we help our clients turn strategies into business results through our People, Process and Performance solutions. As part of our organisation development and business transformation consulting services, we provide holistic and customised solutions to assist clients achieve

From vision to results

lasting change. We believe that a shared leadership, vision, clear standards, processes and roles, performance management and people development all come together to ensure sustainable change in organisations.

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About Barrett Values Centre

The Barrett Values Centre provides powerful metrics that enable leaders to measure and manage the cultures of their organisations, and the leadership development needs of their managers and leaders. The core products of the organisation are the Cultural Transformation Tools (CTT) which have been used to map the values of over 6,000 organisations and 3,000 leaders in 90 countries. The CTT values assessment instruments are available in over 50 languages and are used by corporations, NGOs, government and municipal agencies, communities, schools and nations.

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