

Purpose

The Value.Lab aims to foster an interactive and educational setting. Here, attendees will actively engage in co-creating methods to evaluate the influence of cultural values on business strategy. These strategies pertain specifically to the context of Mergers & Acquisitions (M&A), expansion, and downsizing. By applying the Appreciative Inquiry approach, the lab highlights the benefits of understanding and working with cultural values. The goal is to use our combined experiences and strengths to drive significant progress.

Agenda

Welcome and Introduction (10 minutes) • A brief summary of the purpose of the Value.Lab.

A presentation of the Appreciative Inquiry approach, explaining its relevance in the context of M&A, expansion, and cut downs. See [What Is Appreciative Inquiry? \(Definition, Examples & Model\) \(positivepsychology.com\)](https://www.positivepsychology.com/what-is-appreciative-inquiry/)

Discover: Sharing success stories of working with cultural values (20 minutes)

- Participants will pair up to share personal or professional anecdotes where effectively understanding and applying cultural values resulted in successful M&A, expansion, or cost-cutting efforts.
- Reflections from paired discussions will be shared with the group, identifying common themes, strengths, and patterns that emerge in working with cultural values.

Dream: Visualising robust success metrics (15 minutes)

- A facilitated group conversation to conceive both quantitative and qualitative metrics for evaluating the influence of cultural values in M&A, expansion, and downsizing.
- Participants will be invited to share their thoughts on ideal metrics and methodologies.

Design: Co-designing strategies for evaluating impact (20 minutes)

- Breakout sessions will be held to co-develop practical strategies for tracking and evaluating the alignment of decisions, actions, and interactions with cultural values, with a focus on M&A, expansion, and downsizing.
- The goal is to create a balanced framework incorporating both quantitative and qualitative metrics, monitoring techniques, and reflective practices.
- Participants will reconvene to share and discuss the strategies developed by each group.

Destiny: Future application and Value.Interact - To be determined in a later session.

Closing and Commitment (10 minutes)

Participants will share their main insights and personal commitments to executing the action plans they have co-created during the Value.Lab.