

## **What is *Giving Voice To Values*?**

*Giving Voice to Values (GVV)* is an innovative approach to promoting a higher level of integrity in education and the workplace, pioneered by Dr. Mary C. Gentile ([Mgentile3@babson.edu](mailto:Mgentile3@babson.edu)). Launched by The Aspen Institute and the Yale School of Management, GVV is now based at Babson College. Drawing on actual experience as well as scholarship, GVV fills a long-standing and critical gap in the development of values-centered leaders.

GVV is not about persuading people to be more ethical. Rather GVV starts from the premise that most of us already want to act on our values, but that we also want to feel that we have a reasonable chance of doing so effectively and successfully. This pedagogy and curriculum is about raising those odds.

Rather than a focus on ethical *analysis*, the *Giving Voice to Values (GVV)* curriculum focuses on ethical *implementation* and asks the question: “What if I were going to act on my values? What would I say and do? How could I be most effective?”

## **Where can you find the book and the curriculum?**

The curriculum is available at [www.GivingVoiceToValues.org](http://www.GivingVoiceToValues.org). (There is also Faculty-Only URL with teaching notes and B cases.) The book from Yale University Press is *Giving Voice To Values: How To Speak Your Mind When You Know What’s Right*, [www.MaryGentile.com](http://www.MaryGentile.com) (available in Spanish and forthcoming soon in Chinese).

## **Who is using GVV?**

GVV has now been piloted in over 500 educational and business settings on all seven continents. There is a database of over 3,500 GVV contacts, approximately half of which are educators. Pilot sites have included the U.S., Europe, Africa, India, China, Australia, Canada, Israel, United Arab Emirates, etc.

Designed for use in graduate business curriculum, the approach has moved well beyond that. On the education side, GVV has been used in undergraduate, MBA and executive education in hundreds of business schools around the world. It has been a featured part of the United Nations Global Compact PRME (Principles for Responsible Management Education) programming and the PRME has become a partner supporting GVV curriculum development on Anti-Corruption, with a current pilot in India. Increasingly it is also being adapted for educational purposes beyond business (medicine, nursing, engineering, law, accounting, liberal arts, education). For a mere sample of pilot sites, see [www.GivingVoiceToValues.org](http://www.GivingVoiceToValues.org).

Some of the many companies and organizations that have invited presentations and/or are piloting or considering piloting the approach include: Lockheed Martin with award-winning offerings (for 4 years),WalMart, Consolidated Edison, General Mills, Prudential, Northrup Grumman, General Dynamics; Bertelsman, Chemonics, Prudential, National Grid, Mayo Clinic, Kaiser Permanente, The Institute for Chartered Accountancy of Ontario, Ethics Resource Center, Ethics and Compliance Officers’ Association, National Investment Company Service Association, Net Impact, FriendFactor, etc. The World Bank and the InterAmerican Development Bank are also piloting ways to implement the GVV approach in their training programs, as are other companies. And other expressions of interest are continually growing.

Gentile has just completed the inaugural offering of a seven-session Webinar about GVV for the *Ethics and Compliance Officers Association*, which was developed for corporate practitioners. The seminar provided more than just a broad overview of GVV, but also included guidance for Compliance Officers to incorporate its principles into their own corporate programs. With the success of this first offering, the ECOA plans to offer the webinar twice a year going forward.

Currently, Gentile is developing a series of interactive, on-line offerings that introduce GVV and offer opportunities for users to work in cohorts on its application.

Other potential applications/audiences: elementary/secondary educators and students; the general public; parents; etc.

**A McKinsey Quarterly Video Interview (8 mins.) with the Creator and Director of GVV:**

[http://www.mckinseyquarterly.com/Strategy/Strategic\\_Thinking/Voicing\\_values\\_in\\_the\\_workplace\\_2663?gp=1](http://www.mckinseyquarterly.com/Strategy/Strategic_Thinking/Voicing_values_in_the_workplace_2663?gp=1)

**Selected Awards/Recognition:**

Gentile and GVV received the 2013 “Humanistic Management Leadership Award” for Teaching and Education at the Academy of Management convening in Orlando, FLA in August. GVV was selected as one of the Semi-Finalists for the Ashoka Innovation Award this year; and was featured prominently at the Ashoka Exchange in San Diego in February 2013. The book from Yale University Press won the [Axiom Business Book Awards](#) 2011 Gold Medal in the Business Ethics Category. Mary Gentile has also been recognized independently for her work with GVV, and twice named by *Trust Across America* as one of the “Top 100 Thought Leaders in Trustworthy Business Behavior 2012,” as well as named to *Good Business New York Leading Women for 2012* for “21st Century Leadership—Women Who Are Changing The World: 25 Dynamic Leaders Actively Creating a Better World Through Work & Business.”

**For More Information on GVV:**

See especially the “Media Room” and the “Other Writings” tabs at [www.MaryGentile.com](http://www.MaryGentile.com) for videos, reviews, related articles, interviews, Op Eds, awards, etc.

**Gentile Bio:**

Mary C. Gentile, Ph.D. is Director of *Giving Voice to Values*, launched with The Aspen Institute and Yale School of Management, now based at and funded by Babson College. This pioneering curriculum for values-driven leadership has over 500 pilot sites globally and has been featured in *Financial Times*, *Harvard Business Review*, *Stanford Social Innovation Review*, *McKinsey Quarterly*, etc. Gentile, faculty at Babson College and educational consultant, was previously at Harvard Business School. She holds a B.A. from The College of William and Mary and Ph.D. from State University of New York-Buffalo.

Gentile's publications include: *Giving Voice to Values: How To Speak Your Mind When You Know What's Right; Can Ethics Be Taught? Perspectives, Challenges, and Approaches at Harvard Business School* (with Thomas Piper & Sharon Parks); *Differences That Work: Organizational Excellence through Diversity; Managerial Excellence Through Diversity: Text and Cases*, as well as cases and articles in *Harvard Business Review*, *Stanford Social Innovation Review*, *Academy of Management Learning and Education*, *Risk Management*, *CFO*, *BizEd*, *Strategy+Business*, etc. Gentile was Content Expert for the award-winning CD-ROM, *Managing Across Differences* (Harvard Business School Publishing).

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“*Giving Voice to Values* heralds a revolution in ethics education. .. It’s like a self-defense class for your soul.”  
Chip Heath, authors of *Switch & Made to Stick*

Dan &

“...a wonderful guide to help us enter an era of responsibility & leadership based on values.”  
Walter Isaacson, CEO of Aspen Institute

“...the most significant contribution to business ethics I’ve experienced in my professional career... destined to shape the behavior of future generations in ways that should make us all much prouder of business as an entity and management as a career.”  
Leonard A. Schlesinger, President, Babson College

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