# Personal Value Revolution

developing values-based leaders of the future

putting a value on your actions and networks makes them a force for good make what you DO for others count

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## A vision for the next 6 months

### TIME



## Personal Value Revolution

CCEG world leader is measuring social value now puts a value on our personal choices and actions

Release the power of good

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### 1,000,000 PV scores

Students become the vanguard

PV seen as a "must have" social metric

Employers recognise the wider value of future talent

Citizen employee and consumer finding the power in their PV

# What is Personal Value

#### a measure of citizenship

the value created in the actions and choices we make which affect our lives and the lives of others now and in the future



# A simple equation

\$\$\$ + our actions + our impact = PV

# Measure what's important

- Value in thoughts
- Value in actions
- Value in impact
- Value in sharing

Shared value builds a great world

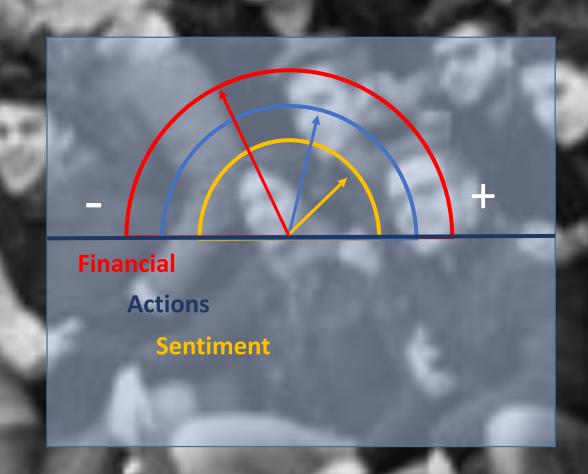


# What PV measures

What we own

How we live our values

How others see our values



# What does the score mean

The score is a personal ratio between wealth and contribution as a citizen. We can all do more.

So doing our PV allows us each to reflect on our choices and actions - and compete with ourselves to improve our personal score.

There is no compulsion to increase it - but we all like to "do better" and feel good. We measure our well being and make changes to improve it - let's improve our citizenship too.

The important difference is that any improvement will help others now and in the future, not just ourselves. A win - win!

# The power of PV – shifting value for greatest societal benefit



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