

## The Twelve Values Modes – Part Three

A Campaign Strategy Paper by Chris Rose

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This is the third and final part of a series of three papers published at [www.campaignstrategy.org](http://www.campaignstrategy.org) and draw on the experience of Campaign Strategy Ltd, CDSM and qualitative researchers KSBR ([www.ksbr.co.uk](http://www.ksbr.co.uk)) in using Values Modes in campaigns.

The Three Worlds of Settlers, Prospectors and Pioneers are described in some detail in the book [\*What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers\*](#). Some general guidelines for communicating with them are in a [paper](#) at [www.campaignstrategy.org](http://www.campaignstrategy.org). This paper describes the Values Modes identified in decades of research by Pat Dade and Les Higgins at Cultural Dynamics Strategy and Marketing (CDSM) [www.cultdyn.co.uk](http://www.cultdyn.co.uk). Before trying to understand or use these descriptions and maps you are recommended to read *What Makes People Tick* to explore the Three Worlds.

The CDSM model has 12 detailed segments within the three main Maslow Groups or Values Worlds, known as Values Modes. These can also be identified using the Schwartz Wheel and are a bit like distinct 'languages' within the three Values Worlds. They are more internally consistent and 'realistic' than the three large 'Maslow Groups' of Settlers, Prospectors and Pioneers. The 2008 proportions for each Values Mode in the UK were shown in Part One, together with an explanation of Values Modes.

The Inner Directed or ID – Pioneer Modes are:

Transitional	TS
Concerned Ethical	CE
Flexible Individualist	FI
Transcender	TX

/more

## **PIONEER MODES**

### **Transitionals – *me, confused ?***

Our life has just got more complicated, or at least more puzzling, yet also more interesting. Our Values Mode is the entry-level Pioneer state.

Life has just changed for us in a big way: now anything seems possible, although we're not totally sure what that is. We do know though that although the potential is 'out there' it's also inside us too. It's a bit like being born again.

A lot has been left behind or can be discarded. Many of those things that seemed so important, are now to be questioned. Of all the Values Modes we are most change our behaviours in ways that can confuse other people – and it confuses us as well. Our Values Mode is the most rational and pragmatic of the Pioneer groups. We are the most likely to trust tried and tested methods when faced with unfamiliar situations. Certainly we are open to new feelings and situations, but we are the most closed down of the Pioneers in our desire for close emotional relationships, not yet that comfortable with our new awareness as the other Pioneers.

Transitionals are looking to explore mental, emotional and physical boundaries, but safely. In a nutshell life has become exciting, but we feel we are not (yet) seen as exciting people. We feel the world is more exciting than we are.

[Transitionals may be attracted to organisations and activities which explore 'new ways of living' but this will be in a structured way, probably organised by others (other Pioneers), eg self-discovery courses but not highly challenging ones.]

### **Concerned Ethicals – *being a better person to make the world a better place***

As the Concerned Ethical Values Mode we're into improving the world around us and ourselves. Our watchword is that to make the world a better place, we need to be better people. In short we need to live a life with a sense of purpose. We are a 'bothered' Values Mode.

Life is more than just good behaviour; it is also about good intentions. We have a wide and diverse knowledge base and a view on many subjects. We try to see the world in a holistic way, rather than as a set of disparate issues. We have a strongly pronounced ethical view on all aspects of their lives: the rules that guide our behaviour are our own ethics, not morals handed down by someone else.

Our passion for anything we become involved in can sometimes go along with a lack compassion for others. Therefore we can be seen as interesting and formidable rather than caring and compassionate. We are the natural 'campaigners' and tend to wear our causes on our sleeves. We have an awful lot of opinions and are not slow in voicing them, for example through the media.

We are probably the most likely Values Mode to think that an 'improving' ethical gift is the thing

to give for a national celebration holiday or Birthdays. For example in 2007 'Nigel's Eco-Store', our sort of shop, was offering Gift Pack Carbon-Offsets as a present: a classic Concerned Ethical product with which to baffle or disappoint friends and relations.

[While CE's can be some of the most implacable campaigners they are not usually the best 'messengers' to engage others outside their Values Mode as they tend to want to 'convert' people to their way of thinking. CE's are where the 'deep greens' and other strongly ethical groups tend to be drawn from].

### **Concerned Ethical Attributes**

Compared with the Transitionals, the Concerned Ethicals have solidified their world view into one which is close to a mirror image of the Brave New World Values Mode.

This Values Mode is strongly Pioneer but has affinities with the Settlers: Constrained Spender, Coasting and WYSIWIG are all on the edge and shared with Roots and Smooth Sailing, while Concerned Ethicals also have some warm feelings towards the ideas behind Socialist, Price Conscious and Distant.

Put the Concerned Ethical Attributes together and we have the classic think-globally act-locally approach to life, coupled with a rejection of hedonistic Attributes such as Hedonism, Speculate and the narcissism and conspicuous consumption of Showhome, Persona and Looking Good. Concerned Ethicals have a strong coherent 'point of view', likes and dislikes: it's a 'bothered' Values Mode that avoids frivolity. Concerned Ethicals readily sign up for causes and often become and stay activists so long as they are within this Mode. The UK society has an increasing number of older Concerned Ethicals: silver haired, moral, judgemental, putting their values into practice for example by supporting charities, buying Fair Trade (map below).



[For these reasons, there will tend to be fewer FI followers/participants in organised campaigns than the CEs or the next group, TX's. FIs may see many NGO campaigns as 'too prescriptive'.]

### ***Transcenders – looking to see what you might find***

TXs are the end of the road in the conventional Values Modes analysis. We're the most self-aware and contented of the Pioneers but also the ones most likely to push perceptual boundaries in an attempt to gain greater harmony with our own value set and gain connection with others and our environment. We are natural experimenters with the boundaries of 'reality' – meditation, therapy, push-the-boundary experiences, drug-induced or otherwise.

Transcenders are the "scouts" for the rest of the Pioneers, pushing farther, faster and with a "lightness" that is not often felt by the other Pioneers. For the majority of the time, life is fun for Transcenders. We are intrigued by the unknown, and have a need for openness in life. Forgiving of ourselves, we are also the most likely to be forgiving of others. In terms of Attributes, some of the things we espouse are quite close to Concerned Ethicals, others to Now People. Our Values Mode is therefore at the fulcrum of much social change. Loving possibility and complexity, which we often see as also simple, we can easily lose touch with the more practical side of life espoused by most other Values Modes.

For TXs the Maslowian "deficit needs" are met and the "growth needs" become the dominant motivations behind patterns of perception and subsequent behaviours. So for trend spotters and futurologists, the TXs are the place to look. They are a constant source of experiment, and if a new behaviour or idea spreads in society it will have most likely started here. Of course not all experiments do spread: many just splutter out. For a behaviour to make the jump to the Now People, in Prospector World, which it can by emulation, it has to be associated with success. So if successful Transcenders are doing something – successful that is, in the eyes of Now People – it may spread to Now People, then the rest of the Prospectors and then, eventually, to Settlers. For this to happen there often has to be a 'bridge', for example a tv programme which bestows some trappings or judgements of success on it.

### *Transcender Attributes*

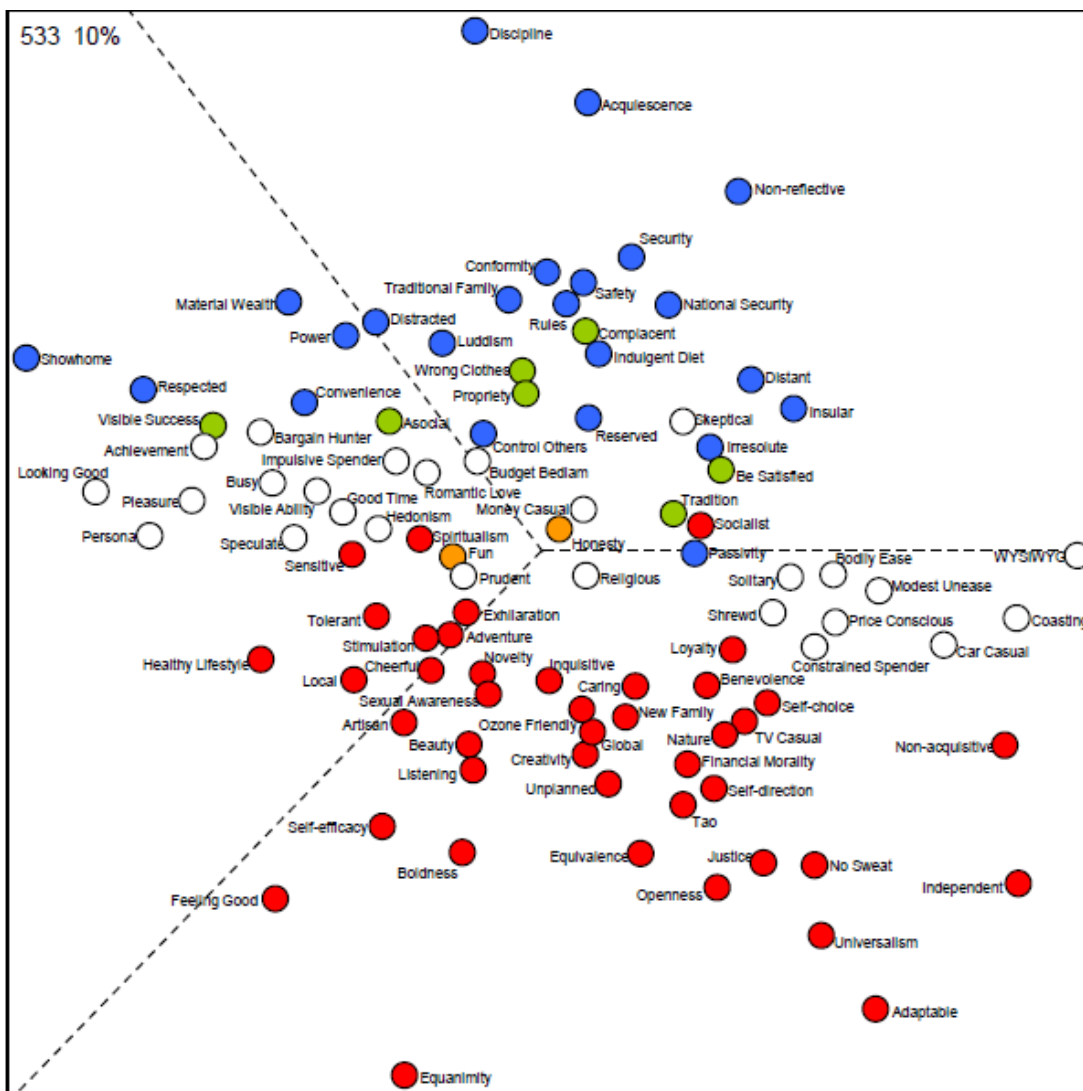
The Transcenders share a number of Attributes with all the other Pioneer Values Modes and the Prospector Now People. The 'spread' and the number of Attributes they promote is greater than any other of the Pioneers, ranging from Feeling Good to Non-Acquisitive. The Transcender Attributes are grouped solidly and unequivocally in the bottom and right part of the map, and rejecting a relatively small area in the top left.

Transcenders share the strong situational ethics of the Concerned Ethicals and the Flexible Individualists, share the high energy and self-sufficiency of the Flexible Individualists and have the strong sense of individuality and shifting identity of the Transitionals. But they also have more empathy with non-Pioneers, giving them a sense of lightness, a people-focus and basic happiness not apparent in the more 'driven' Modes of the Pioneers.

In the UK, not the case in all countries, this Mode contains a higher percentage of well-off people than any other group but still a quarter of them are classified 'C2' or lower. Income is only one factor of self-identity, and one that for the most part, is socially constructed. The dreamers, the imaginative and the creatives don't necessarily have large incomes. These people have little need for the trappings of success, even though they may have more of them than people who really are driven by the need to identify, acquire and display the said trappings.

Nor is age a straightforward determinant: they can be as young as the teen years or as late as the final years of a long life. The scouts for the Pioneer group, Transcenders are exploring the frontiers of human potential.

Transcenders pose a particular challenge to marketers. They have objectively busy lives, usually busier than most other Values Modes, and will use goods and services that "create more time" for them. These products and services need to have an intrinsic 'goodness' for them and they will be willing to pay extra for them. For them branding needs to be about values.



## Mapping Values Modes

If you are interested in mapping Values Modes it can be done at the level of a population (the usual national sample CDSM recommends is 2,000), or any group.

In a company or organisation it's possible to map every individual and even see the differences between individuals within a Values Mode.

The values-segmenting questions can be added to more or less any other set of questions delivered in a normal marketing survey or poll. In the UK only 10 questions need to be asked, while in other countries it is 31.

The results can then be used in many applications for example:

- Creating a national or group picture or map of values
- Planning campaign or marketing strategies
- Showing values differences across responses to any polling question asked at the same time
- Revealing the extent of values as drivers in segmentations or surveys already carried out (by repeating all or part of the survey with values questions added)
- Revealing age, sex or other demographic skews against values
- In team building and performance (management/ HR applications)
- In showing values differences in opinion polling or for specific behaviours/ activities

The above descriptions are based on learnings from 30 years of values surveys in the UK. The general picture of each Mode is probably very similar in many other countries although to tease out the fine detail would require development of equally dense models.

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