

## The Twelve Values Modes – Part Two

A Campaign Strategy Paper by Chris Rose

May 2012

This is the second of a series of three papers which will be 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 Outer Directed or OD – Prospector Modes are:

Golden Dreamer GD  
Happy Follower HF  
Now Person NP  
Tomorrow Person TP

/more

## PROSPECTOR MODES

### **Golden Dreamers – *it could be me !***

We're at the cusp between Settlers and Prospectors. In terms of safety and belonging we are still very much like the Settlers: we share the desire for discipline and obedience to the Rules. Yet in terms of aspiration we are truly Prospectors. As Golden Dreamers we can see that dreams - our aspirations and desires - really can come true. We want to be noticed, to be recognized: I exist and you recognize it.

On the other hand we are not too sure *how* the dream can come true for us personally. We are generally positive about our chances and are willing to try just about anything to achieve the dream. We are a 'have a go' Values Mode but our uncertainty means we like recommendations; they reassure us that we are making the right decision.

Our "try anything" mentality means we try out many different personas in an attempt to satisfy our need for acknowledgement, acceptance, belonging and esteem of others. Life isn't as hard as it was when we were Settlers - it is more of a game, which we "practice" all the time. Fancy dress parties r-us, and in day to day life we'll try out as many different fashions and styles as possible. It's the appearance and Attributes that count: bling was made for us, probably by us. We are bothered about things – from anti-social behaviour to pursuing the 'main chance'.

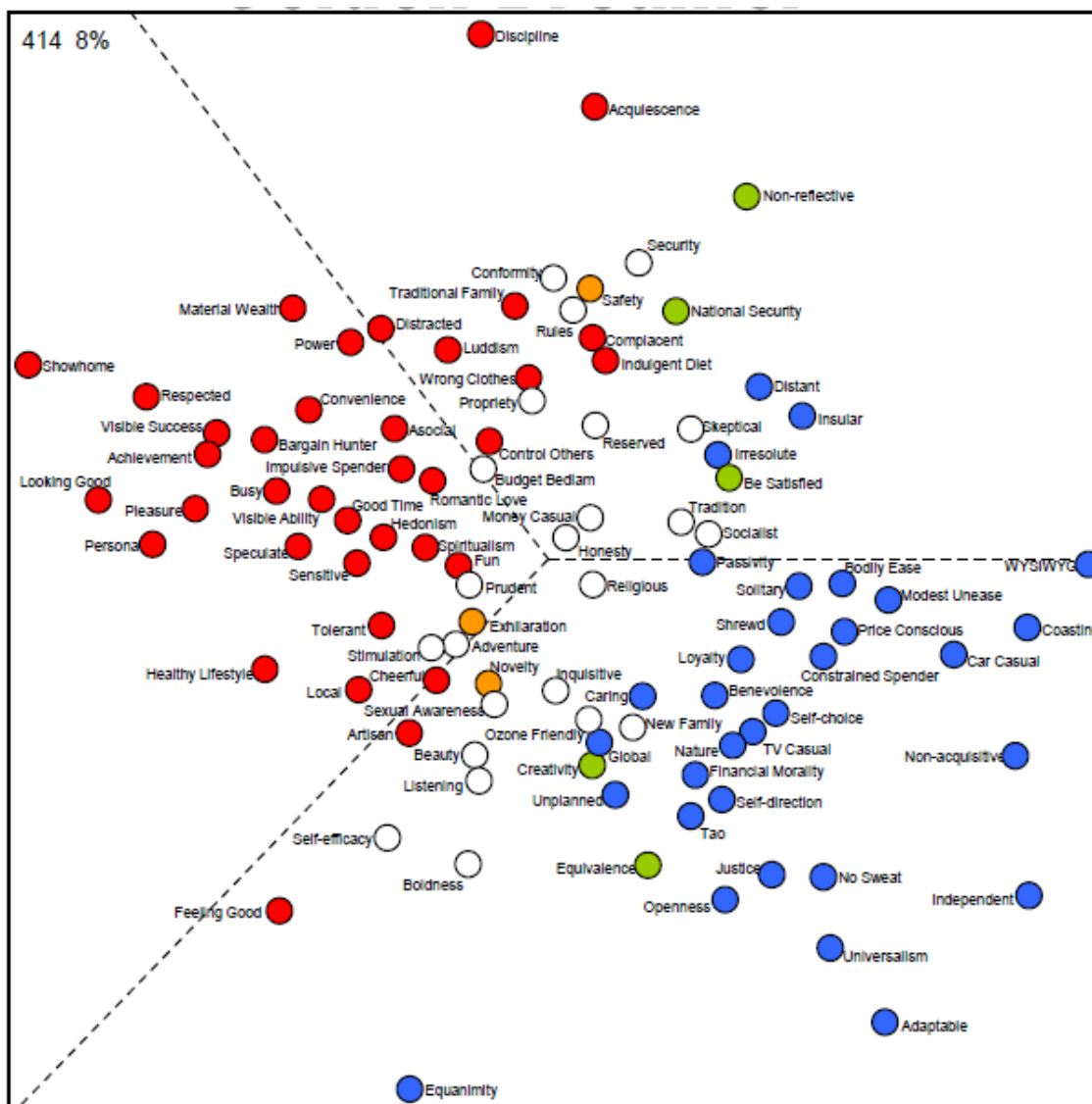
We still hold to some of the Settler ways of thought - one being the desire for clear-cut rules; a "perfect script" for life. There is often a conflict between the desire for financial certainty and the *need* to spend to acquire symbols of value. This may lead us to cut corners to ensure we have enough money to "buy the dream".

Younger Golden Dreamers can be socially chaotic. "One drink and I'm anybody's" – because it might lead somewhere great. Older Golden Dreamers have experienced more disappointments: that dream is so often not fulfilled but we'll nonetheless have another go. This might be the time.

Golden Dreamers are some of life's natural gamblers although not usually for great stakes. We love events because each one offers a new opportunity. If you want to engage us then offer us new opportunities but nothing too strange, something sociable and mostly within our existing social circle. In a word, we like things 'nice'.

A UK magazine for brides called "The Perfect Day – Your Guide to A Perfect Day" captures the essence of the Golden Dreamer ideal. With a beaming couple on the front cover, 'making it perfect' is a dream especially real to Golden Dreamers, and Now People. Golden Dreamers in particular are attracted to recommendations, for instance from how-to magazines, about how to get things 'just right'. Now People on the other hand may pick things up by watching things Transcender Pioneers are doing (see below).

below: Golden Dreamer Attributes



Note: the promotion for vintage style reported in the current issue of campaign strategy Newsletter (79, May 2012) is a classic Golden Dreamer pitch. The tip to shoppers was *“Try new, for old. Look out for reproduction vintage – it’s easier and cheaper than scouring shops for originals ...”*. While to Pioneers and some Now People that would be ‘missing the point’, to Golden Dreamers it would be very much to the point: get the visible ‘result’ by the shortest most certain route.

**Happy Follower – go with the flow**

As Prospectors we are leaving our Settler roots and adopting the Prospector ways. What other people think about us is important but we can get easily confused as to what we really want. We have the ability to pursue our dreams but would still like to think that life is simpler than our present experience suggests.

Happy Followers are beyond merely looking for recognition: we want respect and take rules seriously. We'll use them to gain the "wins" that will get us the respect from others that is important. This also provides us with the first steps toward the self-assurance. While gaining respect is our focus, we're still uncertain which is the more important - respect from others or self-respect. Generally we're happy to go with the flow: hence our name. We don't 'stand out' as much as the Golden Dreamers or the next Values Mode, the Now People but we are usually ready to fit in. In any discussion group we tend not to lead but wait until there's something to follow.

The Happy Follower is another "not bothered" group and is indeed a pale reflection of the more bothered Golden Dreamers and Now People. We share some of the same Attributes - Looking Good, Visible Success, Achievement and Pleasure - that drive those groups. But we do not share some of the 'wilder' Attributes like Hedonism and Good Time or even Romantic Love. We reject some of the more conventional Attributes of Golden Dreamers such as Acquiescence, Complacent and Traditional Family but also so reject some of the more Pioneerish Attributes of the Now People: Creativity and Equivalence.

### **Now People - *I want the world and I want it now !***

Now People are the flag carriers for Prospector-ness. We epitomise the Propsector 'brand'.

We are the most obvious Prospector Values Mode. "We want the world and we want it now !" could be our motto. We have a hunger for life: we want to devour it - to consume it all. Life is a party to be enjoyed and we want to be at the centre of it.

We have probably the greatest need for the approval of others and this drives our wonderful set of empathetic social skills. We attract others to us through our high social energy. We look for the flash and intensity in all situations.

Now People desire the romanticized version of reality: 'fabulous' is our sort of word. Bigger is most probably better and better is always what we are after.

Ok this can create financial bedlam, but we accept the consequences and just go ahead and "do it" anyway. The Now People Values Mode is uber-Prospector: 'showhome' is made for us and we love shopping and finding opportunities to assert our status. This includes watching out for new trends, which often means what the Pioneers are up to, though with the important caveat that we don't want it to be whacky or peculiar. We like to be in control.

Even so, we are the most likely conduit between the experimentation of Pioneer World and the rest of the population. When we take things up, they are stamped as 'fashionable' - potentially 'entering the mainstream'. We are at the forefront of serious *trends*, and we love brands with a capital B.

Our sorts of activities include going out to places of social entertainment, parties, gyms and often shopping malls.

The key to reaching us is to be positive and upbeat. Of all the other Values Modes we most like

to avoid the hair-shirt worthies in the Concerned Ethical Values Mode (a Pioneer Values Mode).

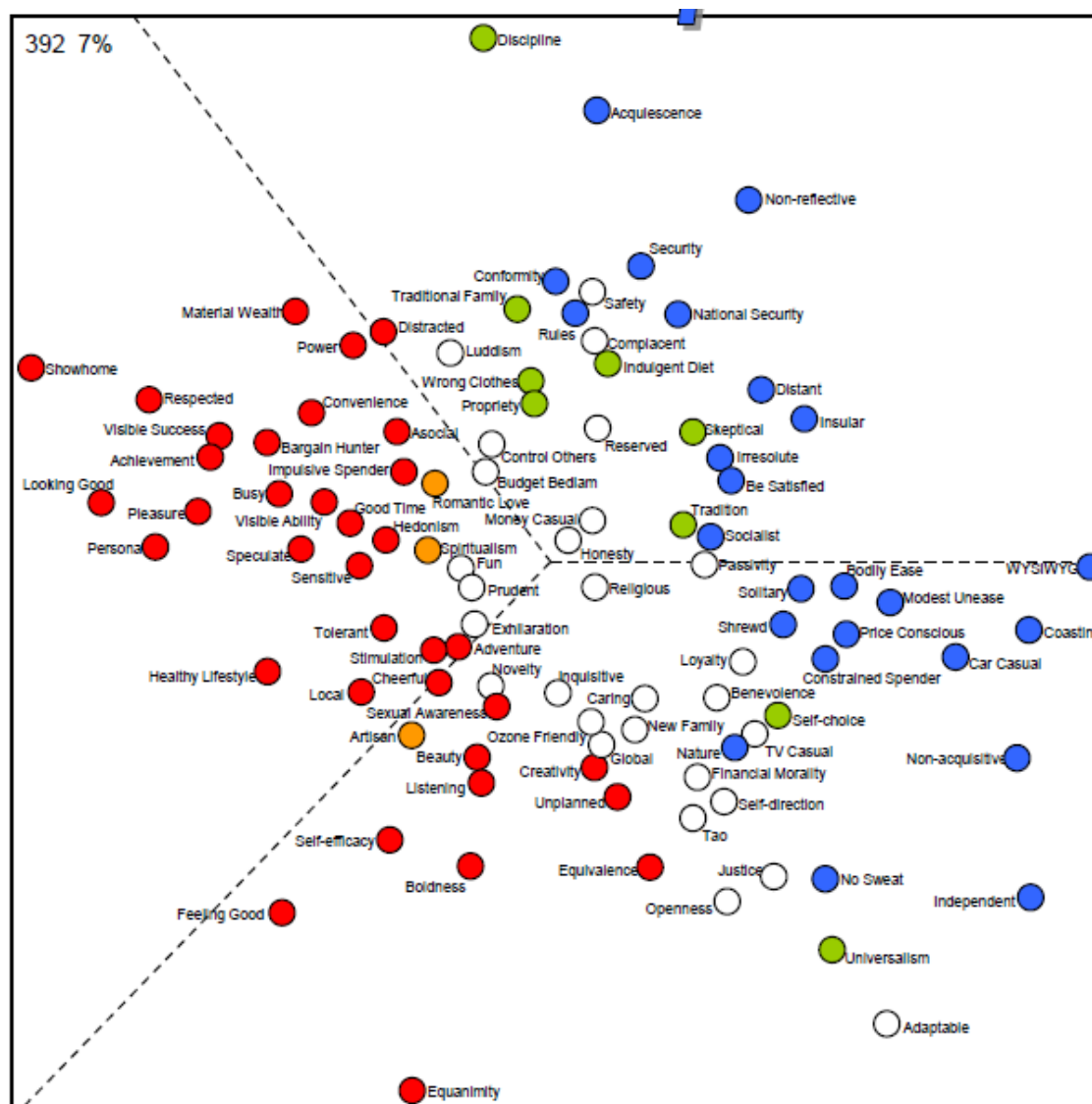
If we take up an overt cause we like it to be instant, simple, contained and to show success. Most of all it needs to be fun !

Fashion is our thing, and as young people we like to pursue it in groups. If we are older, others may well marvel at our social energy – “still partying at their age !”

‘If you’ve got it flaunt it !’ makes sense to us. Otherwise you’re probably ‘sad’. We are a ‘bothered’ Values Mode and quite quick to get annoyed about people who seem to want to stop us having fun, or getting on in life. The sensation that they may be ‘pulling up the ladder’ and denying us a chance, is a red rag to a bull.

A popular UK magazine is called ‘Psychologies’. “The pitch of this magazine” says Pat Dade at CDSM, is “core Now Person. All about me, me me and, as it says on the cover, gaining self-esteem”.

*Now People Attributes*



Now People's Attributes Map is different from the Golden Dreamers and shows very strong acceptance and rejection. These people *know* what they like (a lot) and what they don't like (also a lot). As consumers they have strong preferences. For campaigns they are a high value but hard to please audience.

Now People split the Map right down the middle – into the emotional, fun, feeling other-people's-opinions-of-me-matter centred side, and the calculating, ethical, holistic rational or more serious side, which is not for them.

The Now People strongly espouse almost every Prospector Attribute but also some which stray into Pioneer territory – such as Feeling Good, Equivalence and Equanimity. However these overlap Attributes lead to different places for Now People from the places they take the Transcenders, the Pioneers next door.

For instance, if both Now People and Transcenders were attracted to a proposition centred strongly on Feeling Good, the next step for the Now People would be to connect it or further test it by heading towards Attributes like Looking Good or Showhome. In contrast, the Transcenders would think it could be 'even better' if it also involved a global connection, and maybe challenging opportunities to become more Independent or interesting challenges around Adaptability.

Propositions which initially attract two very different Modes can then easily lose one through closer inspection. In marketing or recruitment say to a NGO, this can lead to some people joining, being attracted by the 'promise' and then deciding after the 'experience' that it's not for them. The extreme case of this is where an offer makes false promises, such as getting a glitzy celebrity to endorse something which at the second taste turns out to be truly worthy. (In England they call this the 'trendy vicar' problem).

### **Tomorrow People – *looking for a bit of magic in the everyday***

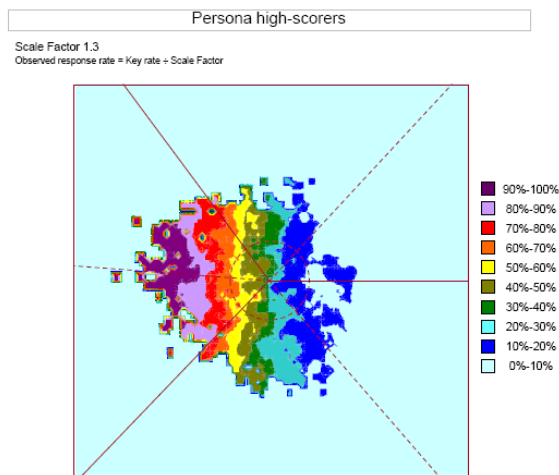
This is a group in transition. As Tomorrow People we're beginning to suspect there's something more to life than just the signs of success that the Now People seek. For us life is an adventure driven by a new, emerging questioning of all that we formerly held as true. We are the most individualistic and flexible of the Prospectors, yet we are also focused.

We are Prospectors but needing to move forward: we still hold onto our past but are less and less satisfied with things that used to make us happy. We are 'taking a breath', high on Acquiescence and Passivity, yet still willing to take a risk to achieve the new identity we feel emerging: high on Speculate and Persona. We are not yet quite ready to make the transition to the more expansive world view of the Pioneers – so we score low on Unplanned, Open-ness and Universalism but we score average, rather than rejecting, those Attributes that tend to overlap between the Pioneers and Prospectors: Artisan, Self Assured, Equanimity, Novelty. In other words we are on the way to casting aside the group-oriented Attributes associated with the Prospectors and embracing the more individualist Attributes of the Pioneers.

Like the other 'unbothered' Prospector Mode Happy Followers, Tomorrow People reject some of the more edgy forms of Prospectorism but even more so. Attributes the Happy Followers score highly on include Cheerful, Stimulation, Adventure, Exhilaration and Fun – on all these the Tomorrow People are much more similar to the general public average than are the other Prospectors, in other words they are less extreme, calmer.

In the UK this is one of the Values Modes that showed great change between 2000, 2005 and 2008. There are now fewer Tomorrow People than at any time for the previous ten years. Economic uncertainty has reduced the confidence they had in 2000 and even 2005 when they had an easy confidence about taking on life's opportunities and surfing them.

### A Strong Prospector Attribute - Persona



Above: the values map for 'Persona' – this means taking on a persona, instantly 'becoming someone'. This is an example of mapping a single Attribute not by its centre of gravity but by its distribution across the map (we call this a 'gradient map'). All Prospector VMs score highly on this but the GDs and NPs score highest. The epicentre lies in the NP VM.