

**COLLECTIVE VALUES** As an Innovate Studio, it is time to decide what your collective identity is. What do you believe in? What matters most? Use these cards to decide what is most important to you as a group to make innovative work happen. Choose the ones you feel represent you and your team most strongly.



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WE ARE SEEKING RECOGNITION FROM THE PEOPLE WE LIKE.

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WE WANT TO BE TOTALLY INVISIBLE, CREATING CHANGE IN THE WORLD BY STEALTH.

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WE ARE DARING. WE WOULD DIVE OUT OF PLANES AND BUNGEE JUMP INTO CANYONS TO FIND THE ANSWERS.

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WE ALL FEEL THE AUTHORITY. TO LEAD AND INSTRUCT AND MAKE IMPORTANT DECISIONS.

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WE ARE CURIOUS. WE WOULD LOOK EVERYWHERE AND SPEAK TO EVERYONE IN THE HOPE OF DISCOVERING THE ANSWER.

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WE ARE COMFORTABLE IN A CLOUD OF DOUBT AND UNCERTAINTY. WE DON'T ALWAYS NEED TO KNOW THE WAY.

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WE AVOID RISK. WE WILL STAY SAFE AND COMFORTABLE AND NOT ROCK TOO MANY BOATS.

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WE WILL BE KIND TO EACH OTHER. WE WILL STOP AND HELP IF ANYONE NEEDS US.

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WE ARE RUTHLESS. WE WON'T TOLERATE MISTAKES, WE WON'T LISTEN TO EXCUSES.

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## COLLECTIVE VALUES

This resource has been co-produced with Ella Britton, V&A Design Thinker in Residence.



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WE ARE HONEST WITH  
WHAT WE SAY AND DO.  
EXPOSING THE GOOD, THE  
BAD AND THE UGLY.

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WE WILL NEVER GIVE UP.  
WE WILL STAY COMMITTED  
TO SOMETHING THROUGH  
RAIN AND SHINE.

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WE WILL LISTEN CAREFULLY  
TO EACH OTHER. ALWAYS.

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WE WILL EMBRACE OUR  
MISTAKES AND FAILURES.  
LEARNING ALL THE TIME.

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WE WILL BE CHALLENGING  
AND CRITICAL, PUSH  
OURSELVES AND EACH  
OTHER TO BE THE BEST.

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WE WILL SHARE. FOOD,  
IDEAS, KNOWLEDGE, SKILLS.  
WHATEVER WE HAVE.

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WE WILL PONDER AND  
THINK AND MUSE OVER  
THINGS. NOT RUSH AHEAD  
REGARDLESS.

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WE WILL COLLABORATE.  
BELIEVING ALL OUR HEADS  
ARE BETTER THAN ONE.

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WE WILL...

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