

THE SALVATION ARMY
Canada and Bermuda Territory

MISSION VISION & VALUES

Territorial Values Survey 2020 Results

All those connected to The Salvation Army Canada & Bermuda Territory were invited to participate in the Territorial Values Survey earlier this year. We are pleased to report that there were 1418 respondents to the survey – thank you!

The Values Survey emphasizes the importance of values in all aspects of ministry and helps create a healthy functioning organization. It is a tool for identifying areas for improvement within the organization and assessing values alignment.

Below are the top ten values selected by survey participants for each question.

The values/behaviours that most reflect who you are, not who you desire to become.

1. Accountability
2. Compassion
3. Caring
4. Honesty
5. Family
6. Faith
7. Respect
8. Leadership
9. Positive attitude
10. Integrity

The values/behaviours that, from your own experience, best describe how The Salvation Army in your context currently operates.

1. Community Involvement
2. Compassion
3. Caring
4. Accountability
5. Faith
6. Dignity
7. Service
8. Teamwork
9. Bureaucracy
10. Brand Image

The values/behaviours that you believe are essential for The Salvation Army in your context to reach their highest potential

1. Accountability
2. Coaching/mentoring
3. Leadership development
4. Teamwork
5. Adaptability
6. Compassion
7. Community involvement
8. Open communication
9. Faith
10. Continuous improvement

This year's results identified five values that carried over from survey respondents' view of the current work culture to their desired work culture: *accountability, compassion, community involvement, faith, and teamwork.*

Three of these values—*accountability, faith, and compassion*—are also valued in survey respondents' personal lives.

Additionally, the survey responses identified ten values that need improvement or enhancement to shape a better future for the territory. The overall results indicate confidence and alignment within the organization, but there is still work to be done.

Should you have any questions concerning the results, please contact me directly.

Again, thank you, we are grateful for your participation.

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