



VALUES AND RELATED BELIEFS

EMBRACING THESE VALUES AND BELIEFS IS ESSENTIAL WHEN YOU WANT TO BECOME A COLLECTIVE INTELLIGENCE CATALYST.

COLLECTIVE INTELLIGENCE

- There is strength in numbers
 - $1+1 = 3$

CREATIVITY

- Everybody can be creative
- There is always a different way of doing things

COLLABORATION

- Together we accomplish more
- Everyone has the potential to add value

DIVERSITY

- Difference adds value
- Different perspectives add value

INCLUSION

- It is fair and beneficial to involve everyone
- Everybody has a contribution to make

CURIOSITY

- Being curious leads to interesting discoveries
- Wanting to understand more and learn leads to growth and progress

INNOVATION

- Doing things differently is necessary for change and continuous improvement
 - Without action there can be no innovation

SUSTAINABILITY

- Long-term solutions are better than short-term fixes
- The most effective solutions are future-orientated and aim to have a more positive impact for everyone

WIN-WIN

- It's worth the time and effort it takes to come up with win-win solutions
 - It is critical to satisfy most of the needs of most of the stakeholders

Source: Bianchi, C. and Steele, M. (2026), The Collective Intelligence Catalyst, p.42, Leaf Press - all rights reserved.