Introduction

This Planner is offered as a free resource for use by campaign and not-for-profit groups worldwide. It may not be used commercially or sold without prior permission of Campaign Strategy/Cultural Dynamics, and remains their intellectual property.

This planner integrates the model of CDSM (aka Values Modes) with the work of Professor Shalom Schwartz of the Hebrew University of Jerusalem to provide an outline guide of motivations which can be used to match the design of offers or asks to audiences, according to motivation. This is in outline only. The full CDSM Model and case by case qualitative research will provide a better guide to design but this may be of use in strategy formulation and testing or checking strategies aimed at ‘the public’, public engagement etc..

CDSM can provide values profiles for most countries – contact Pat@cultdyn.co.uk For examples of the application of values to campaigns visit www.campaignstrategy.org
The source of Maslowian values – unconscious needs
British Values Survey 2008
Base 8500, 1000 questions, showing 100 most powerful Attributes
copyright CDSM

Settler – security driven

Prospector – outer directed

Pioneer – inner directed
British Values Survey 2008 with Schwartz Dimensions overlain (these dimensions are antagonistic ie oppose those on the opposite side of the map eg power v universalism)
Still based on the same ‘map’ and orientation this shows the main (not only) drivers that distinguish motivations according to where people are around the map.
The main shortcoming of campaigns is usually that they play on, are framed with and emphasise the values shown in the shaded area, and do not meet the needs of others. This also leads to them being opposed especially by their opposites, and so not being ‘good politics’. This is not enough to create effective engagement.
This shows the recurrent values problem experienced by campaigns based on human rights, environment or international aid (etc) and which has been worsened by recession. Discussed in the VBCOP Campaign Strategy Newsletter # 49

Use this link to access explanatory report
[www.campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf]
Outline Campaign Planner

To reach ‘new’ parts of society create offers (activities, asks, products, services) which resonate with the values around the map. Do not try to ‘sell’ opposing values! This shows a few generic examples.
Applications to climate change

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*“Better” Lottery example at www.campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf
This shows the values affinities (statistically significant) of the inner directed ‘Pioneers’, the natural supporters of causes cast as ‘issues’ especially ‘global’ ones. Red = v. strong positive Orange = positive White = not significant deviation Green = negative Blue = v. strong negative
This shows the values affinities (statistically significant) of the outer directed 'Prospectors'; esteem-seeking success oriented people.
Red = v. strong positive
Orange = positive
White = not significant deviation
Green = negative
Blue = v. strong negative
Security Driven (aka Settlers)

This shows the values affinities (statistically significant) of the security or ‘sustenance’ driven ‘Settlers’; oriented to safety, identity, belonging.

Red = v. strong positive
Orange = positive
White = not significant deviation
Green = negative
Blue = v. strong negative