

Established in 1988 as Zygon Associates Pty Ltd and the Australian Values Institute, in 2003 we became the **Minessence Group** which has been the name of our Website: www.minessence.net, since the mid-90s.

We are founding members of the Minessence International Cooperative Ltd and are world leaders in the development and support of values-technologies.

Our flagship product is the AVI (A Values Inventory). The AVI is used internationally by individuals and organisations:

- To assist in career choices;
- As an adjunct to recruitment processes;
- In organisation-wide values programs, reductions in staff turnover of 25% have been reported;
- As an aid to strategic planning, scenario planning and in creating *meaningful* corporate vision and mission statements;
- By practitioners of ACT (Acceptance Commitment Therapy) and ACCL (Acceptance, Commitment and Conscious Living)—a core component of ACT and ACCL, is the exploration of, and commitment to, one's values;
- In team building/team development—effective teams are ones where there is diversity of membership bound together by the "glue" of a strongly held set of shared values;
- And, in corporate stress reduction programs—it's amazing how stress levels drop when we are clear about our values and consciously committed to them.

Minessence International Cooperative Ltd

The AVI, like other values-based resources, is linked to the [Minessence Values Framework](#) [MVF]. The MVF is subject to ongoing development and support through the collective efforts of Members of the Minessence International Cooperative.

Only people who are MVF Accredited are able to use the AVI and other MVF resources with others. Membership of the Minessence International Coop. is required in order to maintain one's MVF Accreditation.

MissionControl

Those accredited to use the MVF have access to it via a web-based intranet known as MissionControl. From MissionControl one can perform all functions necessary to use the AVI with individuals, groups and corporations. For example: group codes can be created—these then appear automatically in a drop-down-list when people are completing the AVI online; automatic notification is sent to a Consultant each time a person completes an AVI at their dedicated online AVI website; AVI reports can be produced, by the Consultant, directly from MissionControl; and much more.

When the Coop's Action Research Team update the MVF, the updates are instantly promulgated through all aspects of the AVI ensuring you are always using the most up-to-date material.

Minessence International Cooperative's Vision

Our Vision is to make a substantial positive contribution to the creation of a society where people can live meaningful fulfilling lives.

Our Values

Research and Pioneerism. To research and understand the principles that underpin the "nature of things". To boldly go where no one has gone before.

Minessence. To take complex ideas and/or technologies and simplify them so as to benefit others.

Prophet and Vision. To pass on to others our vision of how a better society can be created through: Acceptance, Commitment and Conscious Living (ACCL).

Technology and Science. To make ACCL accessible throughout the world through using best practice science and technology.

Tradition and Convivial Technology. To understand and respect existing cultures and to work, progressively, in harmony with them.

Collaborative Individualism. To engage in the transformation of society through both individual independent action and cooperative action, bound together by a commitment to the mission and vision of our collaborative enterprise

Values of the Worldwide Cooperative Movement.

We recognize the importance of our values being in strong alignment with the values of the worldwide cooperative movement, namely: *Self-Help, Self-Responsibility, Democracy, Equality, Equity, Solidarity, Honesty, Openness, Social-Responsibility, and Caring-for-Others.*

Our Mission

Our vision and values will be realized through working together for the benefit of society with the following objectives...

1. To be a **professional organisation for Values Consultants** (i.e. People who have been accredited to use the Minessence Values Framework).
2. To foster the development and mutual understanding of a language of values in society
3. To instigate and co-ordinate leading-edge values-centric projects to develop people, organizations, and communities.
4. To function as a financially sound, socially responsible, trading co-operative.
5. To provide a low cost, easily accessible infrastructure to facilitate values learning.
6. All our Objectives will be met through values-centric processes.

MVF Accreditation

In order to use the resources of the MVF with others you must be Accredited by one of the Coop's Senior Members and you must become a member of our Coop.

MVF Accreditation ([Stages I & II](#)) gives you the skills to work with individuals and teams using values-based techniques. Accreditation costs \$1,500 AUD per person via **online mentoring** (using Go-To-Meeting) or \$2,500 AUD per person via **face-to-face mentoring** (lunch included, accommodation extra) at our Learning Centre at Park Ridge, Queensland, Australia.

Coop. Membership costs \$150 pa (or \$13.75 per month via direct debit).

Outcomes

At the completion of Accreditation...

- You will have an increased understanding of your own values
- You will be able to use a range of AVI Reports/Workbooks with clients.
- You will be able to use [CMaps](#) and other tools to help your clients understand the interrelationships and impact of values in their life.
- You will have access to necessary resources and support in an area of the Minessence website exclusively for MVF Accredited people.
- You will have an understanding of the structure and principles underpinning the MVF and AVI.
- You will have your own AVI Website to enable your clients to take an inventory of their values.
- You will be able to determine shared values of teams and of your organisation.
- You will be able to facilitate values-based processes such as objective setting and performance appraisal.
- You will be able to facilitate the formulation of codes-of-ethics/behaviours based on shared team values.
- AND MUCH MORE...

See over page for a MindMap of the material covered in the Accreditation Program.

Who's Who?

Please feel free to browse the BioNotes of our Coop. Board Members. In brackets are the Action Teams they lead within the Coop.

- [Debbie Bassingthwaighte](#) [Chairperson]
- [Paul Chippendale](#) [IT, Strategy & Social Policy Development]
- [Tim Matthews](#) [Leadership]
- [Gisella Danesi](#) [Workplace Mental Health]
- [Jackie Le Fevre](#) [Not-for-Profits & Community Organisations]
- [Dr Anthony Watt](#) [Organisational Culture]
- [Dr Gunther Weil](#) [MVF Development]

MVF Accreditation is available through:

- [Paul Chippendale](#) [Australia and countries not listed below]
- [Jackie Le Fevre](#) [UK]
- [Dr Gunther Weil](#) [USA & Canada]

