

### Giving Voice to Values- the India Collection

*Giving Voice to Values* (GVV) is an innovative new approach to values-driven leadership development that was developed by Mary C. Gentile, PhD. The Aspen Institute was “incubator” and along with Yale School of Management, Founding Partner for GVV, which is now housed and funded by Babson College. GVV has been a response to the growing need to empower tomorrow’s business leaders with the skills to effectively voice and act on their values in the workplace.

Quite a number of interested faculty in India have begun to work with Mary C. Gentile, Ph.D, the architect behind GVV, to develop **GVV India**, a collection of customized, India-specific curricular materials based on the GVV methodology. These materials will be used in Indian business education, corporate executive education, and other leadership development contexts around the world. Faculty participants include S. Ramnarayan, Professor and Member of the Management Committee, Center for Leadership, Innovation, and Change at the Indian School of Business, and Professor Ranjini Swamy who developed several GVV cases while at Goa Institute of Management and who continues to work on this project. NEN-India has expressed interest in promoting the GVV approach throughout India and Gentile is working with CII to offer a corporate workshop on GVV curriculum development in December 2010. There are a number of faculty around the country who are currently piloting GVV in their teaching and GVV will be featured at conferences at IIM-Shillong and XIMB this year.

The heart of the GVV approach is values-driven leadership and action. Rather than a focus on ethical *analysis*, the GVV curriculum focuses on ethical *implementation* and asks the question: “What if I were going to act on my values? What would I say and do? How could I be most effective?” Hundreds of faculty at institutions from Yale to MIT to Stanford to Notre Dame to the Indian School of Business have used this material; it is being piloted at well over 100 sites on six continents and this is a very important effort to develop a set of curricula that reflect India’s unique business environment.

The Aspen Institute’s TIP India served as the catalyst and initial supporter for this work which is now supported by a variety of individuals and institutions.