

The Three Strands of E Tū Tāngata Weave Together to Change Culture

In Aotearoa, we have a culture of criticism, also known as Tall Poppy Syndrome.

E Tū Tāngata is an initiative focussed on turning that around. We empower people to build a culture where every person is valued.

To counter this culture of criticism, E Tū Tāngata focuses on the three key strands of You Have Value, We Succeed Together and Others Matter.

You have value is about learning to recognise that each of us has inherent value.

We Succeed Together is about learning that when we work together we can accomplish more than we could on our own...and Others Matter is about recognising that each and every person is valuable, even those very different from us.

The three strands are inextricably linked. That is why, in our logo, the three strands are woven closely together. Each strand is important on its own, but when the three are woven together, we can create lasting change.

When I understand my own worth, I must in turn understand that all people are valuable.

When I realise I can work with others to succeed, I understand I can ask for help.

Once we know our own worth and realise it is ours no matter what, we can learn to work with others without fearing their success will take something from us.

Once we get used to working with others, we realise we all have a role to play.

When I reach out and help someone else, I am affirmed in my worth as someone who can contribute. It is easy to see how these three strands interact and strengthen each other.

People sometimes ask us if we are worried that teaching people that they are valuable is going to make a generation of people who are arrogant. We disagree.

We believe these three values interact to help people see that they have a unique part to play in something bigger than themselves, and that those around them have a part to play too.

E Tū Tāngata is about building a culture that is mana-enhancing, that empowers people to be all they can be, and to also call out the greatness of those around them.