

149 - ADVENTURE RACE, WORKING VALUES

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INTRODUCTION

In the globalized world, has little time for study and for leisure. The constant changes and developments lead people to distance and lack of exercise. "Nowadays, work takes up most of people's time." (CARVALHO, 2008, p.99) The workers within their organizations, are increasingly pressured, with the speed and progress of the labor market of as they are forced to evolve to accompany him. Moreover, it is known that despite this pressure that everyone suffers, the environment within the company must be the best, so that the desired results are achieved, as the keystone in an organization is people.

In constant search for a comfortable and productive work environment, professionals of People Management must seek tools that employees feel motivated, confident, capable and above all productive. It should promote the development of values in employees, so that the values of the organization and employees are congruent. For this, there are training courses, lectures and other actions that are important and if well developed, can bring excellent results to the company. According Chiavenato (2004), the training should increase the chances of employees, in carrying out their responsibilities.

In this perspective there are activities that can add to the day-to-day business, such as motivational talks, group dynamics, and training carried out in traditional environments such as classrooms. To escape some of this type of traditional training, there are different activities held outdoors, what is called outdoor training in the trained experience and live activities, making a relation between them and the daily life of the company. According Boog (2006), the outdoor training are conducted in the nature. It's not only the scenario where the activities to occur, but important part of training, serving as a metaphor for a business situations.

According to a research done by Motorola University (2002), the use of the content of training is around 5% to 10% when done the traditional way, with lectures and readings. When using audio visual resources, the use is for 20%, which increases to 30% with demonstration. Reaches 50% with group discussions, and achieves amazing 75% when really practiced by the participants. This demonstrates the great difference between traditional training and different workouts, where the participant experiences all the possibilities of action.

Within this context of outdoor training, appear the adventure activities, activities that are characterized by being different, usually in contact with nature. One important factor is that these activities occur outside of formal training rooms, which give a greater sense of freedom, but the activities can also be related to the daily business. Boog (2006, p. 319) says that this type of activity benefits both the individual and the collective within a company, regardless of hierarchical level. Thus it encourages teamwork, creating a climate of cooperation and mutual assistance. Of course, it may exacerbate the development of an activity if it is aimed at a group level, however the same activity but can be used for multiple hierarchical levels of an organization.

SESI SC (Industrial Social Service of Santa Catarina) promotes various activities for employees of the industries, seeking to bring quality of life to the worker. Among this range of activities, there SESI Adventure, which is characterized by promoting adventure activities, which aims to provide industrial workers, different from traditional activities and develop values required for any particular group or organization. One such activity is the adventure race, which is held by SESI SC every year and aims to target workers in industries of Santa Catarina.

In September 2009 it was held by the 7th year, the adventure race of SESI - Unit Florianópolis, race was also open to industry workers across the state of Santa Catarina. After the competition, a questionnaire was administered to the participants, who sought to know the profile of the participants and what the values identified by them in an adventure race. This article presents the results of this research and analysis of the values identified in adventure racing, and also in work and life of industrial workers.

ADVENTURE RACES

According to Paterson (1999) adventure races in New Zealand emerged in the 80s. The term refers to an activity in which individuals use various natural obstacles (rivers, lakes, mountains, forests and other natural environments) to practice activities such as trekking (walking or running), canoeing, rafting, mountain biking, orienteering and techniques vertical (rappelling, ascending on ropes and zip line). Adventure racing characterize them as evidence that require a lot of participants in relation to the physical factor and also psychological. Some races get to last for days, leaving participants without sleep, or sleep very few hours, and performing various activities.

The target audiences of SESI adventure racing are the workers of the industries of Santa Catarina. Almost entirely, the participants are non-athletes, so the competition has not an extreme activity, like a regular test. The activities are characterized by having the essence of adventure racing, which is a multi sport practice in nature, but with a lower degree of difficulty, emphasizing quality of life, not performance. So everyone can participate, and don't need to be highly trained athletes.

In this type of activity, besides being a physical activity in contact with nature, and provide the quality of life, participants work indirectly, often without realizing it, intrinsic value in day-to-day business. The competition are performed in teams, usually of 4, which gives them a stimulus to work in teams, and that if properly developed, could bring good results in the race. Every team has a leader who should be responsible for the team, and also have at least one person capable of carrying out the orientation in the test. Within a race, all participants must stay together, mean that even a great part of the group is very fast in a certain period of proof if the other fellows are not. Only with these examples we can already make some allusions to the routine business, relating them to the teamwork and leadership.

INDUSTRIALISTS PARTICIPANTS PROFILE

In September 2009 there was at 7 years SESI Adventure Race in Florianópolis, an event that was also open to industry workers across the state of Santa Catarina. For the third year the event was held at the state level, and this is mainly due to its high level of organization, which also reflects the number of industry members who this year reached number of 165 people

divided into 33 teams.

At the end of the race, 45 participants responded a questionnaire, seeking knows the profile of the participants. According to the responses on the profile of participants, it was observed that most industrialists in this adventure race were male (93.3%), and this is due in part to the ability of teams to be formed only by men. In some other competitions is required to be at least one woman per team, which even more teams. The average age of participants was 30.5 years in, and the youngest was 17 years old and the oldest 47 years, which proves that people from different age groups could participate in the event. With regard to schooling, 73.3% of respondents have higher education and graduate, and with regard to vocational training, 37.8% come from engineering and computer science. It also drew up a question asking what time in the company of the participants, and the average company was six years old, and the participant with more time in the company had 23 years in the same organization. With regard to physical activity level of respondents, 48.9% always practice physical activity at least three times a week, 31.1% already have this practice only sometimes, and 57.8% have running and walking as preferred mode.

The questionnaire asked which is what prompted each participant to practice this activity. Therefore to this question, it was possible to answer more than one alternative, if at all. The most motivated people to participate in the race, was the simple fact that it is a physical activity, which was in 73.3% of responses. Already in 71.1% of respondents, was appointed the contact with nature as the fact that industrial workers motivated to participate in the race. The third reason, in 64.4% of respondents, was the contact with people, and in 44.4% of the responses was encouraging the company to participate in the race. In addition to these reasons, 6.7% of respondents indicated other reasons to participate, such as whether to make new friends, and the fun and challenge, and also because it is a different experience and that can be done with enough spirit team.

VALUES

Each individual has values that are inherent in the individual or the group that it is inserted. According to Tavares (1991) values are the defining elements and identifiers par excellence of human social groups, fundamentals of cultural distinctions, it would establish behaviors, feelings and expressions very typical and peculiar to each social group. As for Robbins (2005) values represent basic convictions that a specific mode of conduct is individually or socially preferable. According to the same author values are important because they establish the basis for the understanding attitudes.

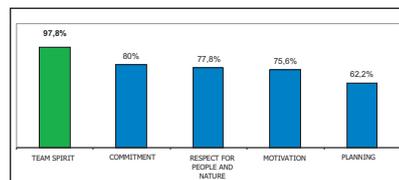
Just as individuals have their values, organizations as well. Their actions are governed in accordance with their values, so individuals and organizations may have different values, but they must go together to the results of both are satisfactory. According to Santos (2008), for companies to achieve full results, it is essential to align individual values with organizational values. According to Schwartz (2005) may occur the activation of some values, in a process of connection. For a particular value is enabled, it depends, in part, its accessibility, that means the ease with which he comes to mind. Values that are important to the individual are more accessible. The link between worker and organization, team work, career, office, all these factors according to Tamayo (2005) influence on organizational commitment.

Individual or collective? This question is asked, because it should enhance the person or group? Teamwork is an important and indispensable tool in organizations. Who does not know how to work in group has no time for growing the team is in first place. You can not value one, to the detriment of many others. Therefore values of commitment and team spirit are becoming stronger in organizations. Organizations want their employees are committed to the values of the institution, hence the importance of professional personnel management, from recruitment because it shows what the values organizations, and developers seeking to have their values are congruent with the company. For the values of companies can be worked on developers, there are training and actions to enable these values. So that the sport and adventure activities have great potential of activation values, according to the company's goal.

VALUES AND ADVENTURE RACES

As discussed above, many values can be identified in an adventure race. Therefore, the same questionnaire after the Adventure Race SESI in Florianópolis, which had questions about the profile, also had issues related to values.

They are three questions related to values, and these questions had a list of ten values that could be marked in accordance with the understanding of the participant. The values listed were: Team Spirit, Leadership, Motivation, Commitment, Communication, Planning, Results, Respect for People and nature, Changing Paradigms, and Proud to Represent the Company. Of all the values listed, participants could choose more than one option, that is, how were those identified by him in any situation. In addition to the ten values, had the option "None" if no value had been identified, and the option "Other" if some other value not quoted had been identified.

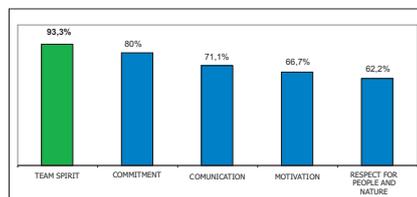


Graph 1 - Values identified by the participants of the adventure race.

Source: Author's (2009)

The first question about the values, sought to know which of those surveyed values identified by them in the adventure race held recently. Graph 1 above shows the five most cited figures in the answers. The value that was more present in the responses was the Team Spirit, which was in 97.8% of them. In this figure, others also stood out as the Commitment, Respect for People and Nature, Motivation and also Planning. Remember that no participants checked "no" and one person noted the "other" option, highlighting the value Overcoming Limits as a value identified in the race and appeared on the list of the ten values listed.

In addition to being asked about the values identified in adventure racing, the participants were also asked about the values they apply it on your work place.

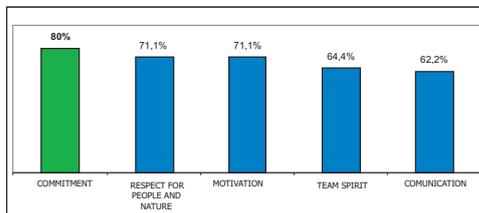


Graph 2 - Higher values applied in the workplace according to participants.

Source: Author's (2009)

In Graph 2, note that 93.3% of respondents have again the Team Spirit as the key value identified, accompanied again by the Commitment with 88.9% and then the values Communication, Motivation and Respect for People and Nature. No participant selected the options "other" and "none"

Another issue related to values, values which asked the participants more applied in day-to-day of their lives. Below in Graph 3, the responses reveal that the value most often mentioned was the Commitment that was in 80% of respondents, followed by the Respect for People and Nature and the value of Motivation, both in 71.1% and the Team Spirit and Communication. This question the options "other" and "no" were not selected.



Graph 3 - values most frequently used life according to participants.

Source: Author's (2009)

Realize that the Team Spirit is one of the most frequently mentioned values, regardless of context, is the adventure race held, whether at work or in life. The Commitment was also very present in the responses of industry workers, along with the Respect for People and Nature.

CONCLUSIONS

Every company is in search of perfect harmony between the organization and employee. For this line is complete, it is necessary that the values of both sides are coming together. It is known that the values of team spirit and commitment, values are highly sought after in any employee, since its inception in the company. These and other values must be identified by the managers of people, already at the entry of new professionals in order to minimize the risk of a possible collision of values. When the values of workers already are congruent with the organization, it becomes easier to search for results. However, when the values of employees are totally opposite, the positive results become difficult.

Adventure racing and experiential activities in general can be an excellent tool for the activation of values in business. We know that you can bring to the life of organizations, lessons and values learned out of them. After all, we all bring home some values. It is interesting to employers and their companies to develop this type of activity, because we can work something specific to each situation. According to each situation, you can contribute to the strengthening of the mission and vision of the company, and also develop the company values in the employees.

According to research carried out in adventure racing SESI SC, we can see that in this test, participants who answered the questionnaire identified in the activity many values that are applied in other situations. The best example of this was the value of Team Spirit, which was present in almost 100% of responses related to the values identified in adventure racing. The same value was also present in more than 93% of respondents when asked about the values applied in the workplace. In addition, the Team Spirit is a value widely used in day-to-day lives, according to participants. Actually this value is one of the most sought within the workplace. Learn teamwork is not simple, but fundamental, since it involves timing, spontaneity, and empathy mainly because it is important to take the role of others in the group and want the collective good before the individual.

Another important research is in relation to the reasons that led the participants to practice adventure race. Many have made the simple fact of being a physical activity. But most of the participants also participated in that proof be in touch with nature and in touch with the people, which can identify an indicator of teamwork. In 44.4% of the responses was the reason "Incentive Company, despite being in fourth place, this data shows that some companies are betting this kind of activity.

The most interesting, is that doing a different activity as an adventure race, you can work the same values within the company, but for other purposes. The main difference is that usually the activities performed outside the workplace, are made in forms of gaming, and in this game the participants take off their masks used in the corporate environment and can extend their emotions and feelings.

The results of this research, we see that the benefits of adventure racing have been achieved, because the activities might contribute to the identification and strengthening of values. Obviously, more specific work can be done to expand knowledge in this area, as this will contribute greatly to the area of People Management in search of more indicators for training and development of values.

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ADVENTURE RACE, WORKING VALUES

ABSTRACT

In the search for a comfortable and productive workplace, professionals of people management must look tools so that the employees feel motivated and trained. The values of the employees must be lined up with the ones of the organization, so that both can commune of similar ideas. For this, there are many ways of training that can help. An interesting way to align values are the experiential trainings, so that participants can experience their actions in full, and can internalize much more the process than a traditional lecture. Within this form of training, there are the adventure races, which are multi sports activities in the nature, and also aim to work on values that can be applied in the workplace. SESI SC (Industrial Social Service of Santa Catarina), held every year adventure races, with the audience of the industrial workers from the companies of the state. In September 2009, SESI promoted another adventure race, and in the end of the race, were conducted interviews with the participants. The goal was to know the profile of the participants, and also what values they have identified in adventure racing. In addition, was asked the participants, what values they applied in their workplace and also in your life, to make a relation with values identified in adventure racing. The results showed that this activity can be a useful tool in the activation process of value, because many values identified in the test are also applied in the corporate environment and in people's lives.

KEYWORDS: Adventure race. Values. Experiential training.

COURSE D'ADVENTURE, LES VALEURS DE TRAVAIL

SOMMAIRE

Dans la recherche d'un environnement de travail confortable et productif, gestion professionnelle du personnel doit chercher des outils que les employés se sentent motivés et formés. Les valeurs des employés devrait être aligné avec l'organisation, afin que toutes deux la commune d'idées similaires. Pour cela, il existe diverses formes de formation qui peuvent aider. Une façon d'aligner les valeurs sont la formation expérientielle, afin que les participants l'expérience de leurs actions dans leur intégralité, et peuvent internaliser processus beaucoup plus qu'un cours magistral traditionnel. Au sein de cette forme de formation, il ya des courses d'aventure, qui sont multi sports activités dans la nature, et également pour objectif de travailler sur des valeurs qui peuvent être appliquées au travail. SESI SC lieu tous les courses d'aventure l'année, avec le public les industriels de l'État. En Septembre 2009, le SESI a parrainé une autre course d'aventure, et cet essai a été réalisé des entrevues avec les participants. L'objectif était de connaître le profil des industriels des participants, et aussi quelles sont les valeurs qu'ils ont identifiés dans les courses d'aventure. En outre, il a demandé aux participants, quelles valeurs elles appliquées dans leur milieu de travail et aussi dans votre vie, de faire une relation avec les valeurs déterminées dans les courses d'aventure. Les résultats ont montré que cette activité peut être un outil utile dans le processus d'activation de la valeur, parce que de nombreuses valeurs identifiées lors de l'essai sont également appliqués dans l'environnement de l'entreprise et dans la vie des gens.

MOTS-CLÉS: Course d'aventure. Valeurs. Expérientiel de formation.

CARRERA DE ABENTURA, TRABAJANDO VALORES

RESUMEN

En la búsqueda de un entorno de trabajo cómodo y productivo, gestión del personal profesional debe buscar herramientas que los empleados se sientan motivados y formados. Los valores de los empleados deben estar alineados con la organización, para que ambos puedan comuna de ideas similares. Para ello, hay varias formas de entrenamiento que pueden ayudar. Una forma de alinear los valores son la formación de la experiencia, de modo que los participantes puedan experimentar sus acciones en su totalidad, y pueden internalizar un proceso de mucho más que una clase tradicional. Dentro de este tipo de formación, hay carreras de aventura, que son múltiples las actividades deportivas en la naturaleza, y también el objetivo de trabajar en valores que pueden ser aplicadas en el lugar de trabajo. SESI SC se celebra cada año las carreras de aventura, con la audiencia de los industriales del estado. En septiembre de 2009, el SESI patrocinado otra carrera de aventura, y esta prueba se llevó a cabo entrevistas con los participantes. El objetivo era conocer el perfil de los empresarios participantes, y también cuáles son los valores que han identificado en las carreras de aventura. Además, pidió a los participantes, ¿qué valores se aplican en su lugar de trabajo y también en su vida para hacer una relación con los valores identificados en las carreras de aventura. Los resultados mostraron que esta actividad puede ser una herramienta útil en el proceso de activación de valor, porque muchos valores identificados en la prueba se aplica también en el entorno empresarial y em la vida de las personas.

PALABRAS CLAVE: Carrera de aventura. Valores. Capacitación experiencial.

CORRIDA DE AVENTURA, TRABALHANDO VALORES

RESUMO

Na busca por um ambiente laboral confortável e produtivo, os profissionais de gestão de pessoas devem procurar ferramentas para que os colaboradores se sintam motivados e capacitados. Os valores dos colaboradores devem estar alinhados com os da organização, a fim de que ambos possam comungar de idéias semelhantes. Para isso, existem diversas formas de treinamentos que podem contribuir. Uma forma interessante de se alinhar valores são os treinamentos vivenciais, pois os participantes podem vivenciar suas ações na totalidade, e conseguem internalizar muito mais o processo do que uma tradicional palestra. Dentro desta forma de treinamento, existem as corridas de aventura, que são atividades multi esportivas na natureza, e também têm o objetivo de trabalhar valores que podem ser aplicados no ambiente de trabalho. O SESI SC realiza todos os anos corridas de aventura, tendo como público alvo os industriários do estado. Em setembro de 2009, o SESI promoveu mais uma corrida de aventura, e nesta prova foi realizado um questionário com os participantes. O objetivo era saber o perfil dos industriários participantes, e também quais valores eles identificaram na corrida de aventura. Além disso, perguntou-se aos participantes, quais valores eles aplicavam em seu ambiente de trabalho e também em sua vida, a fim de fazer uma relação com os valores identificados na corrida de aventura. Os resultados comprovaram que esta atividade pode ser uma ferramenta útil no processo de ativação de valor, pois muitos valores identificados na prova, também são aplicados no ambiente corporativo e na vida das pessoas.

PALAVRAS-CHAVE: Corrida de aventura. Valores. Treinamento vivencial.

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