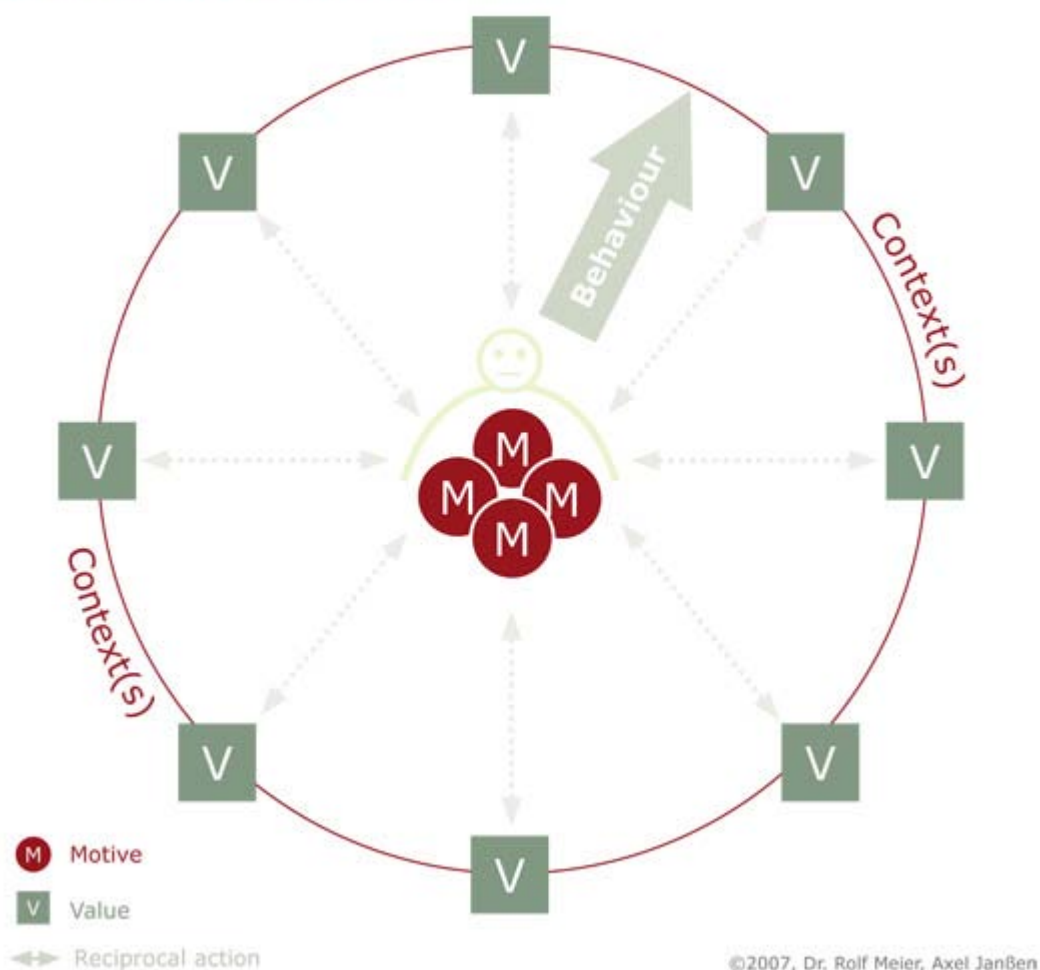


## Core Models and Definitions

### The MBVC Model

The MBVC model describes the connection between motives, behaviour and values in a context or contexts. It can equally be used for analysis, for understanding, for the derivation of reflection and as an offer for working on the coaching topic.

### MBVC-Model Motive-Behaviour-Value-Context



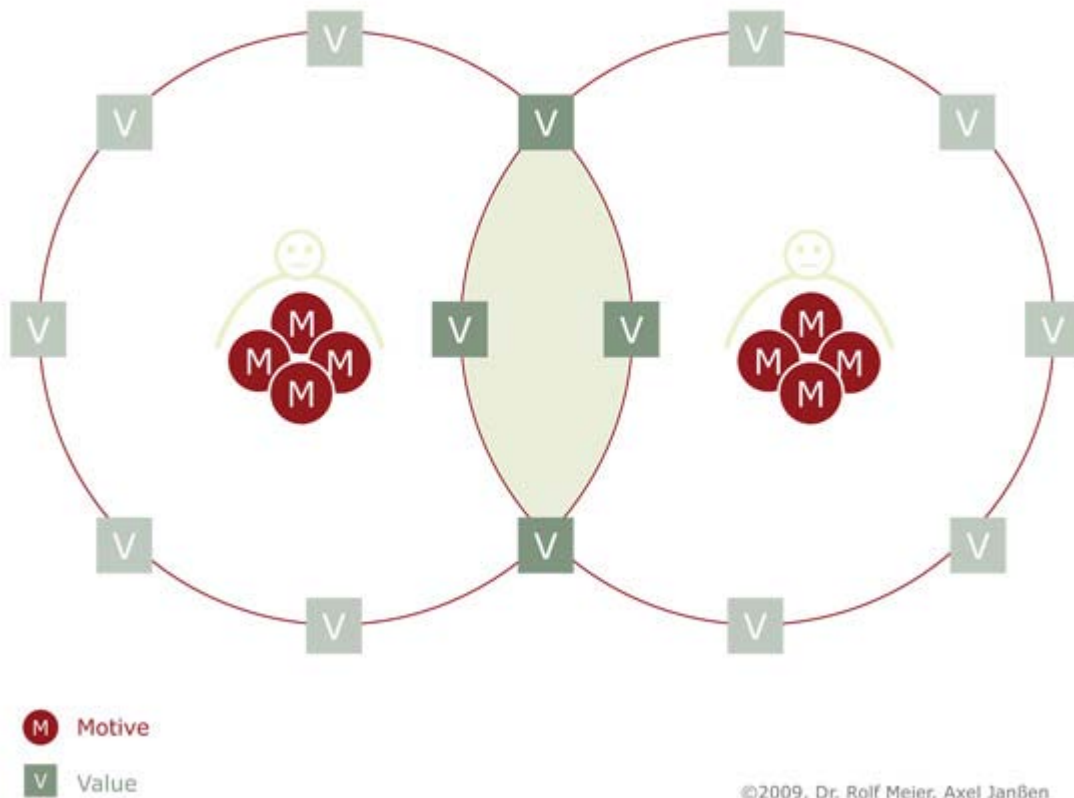
Within a context, a behaviour is initiated by motives. The behaviour is oriented towards those values that an individual considers to be attractive in this context.

Likewise, the existing values in context influence the attractiveness of the context for the individual.

Motivation only occurs when a context has a certain level of attractiveness for the individual who subjectively ensures that the motives are allowed to “unfold”.

As one of the elementary models of the Hamburger Schule, the MBVC model – embedded in axiomatic – is used for various abstractions:

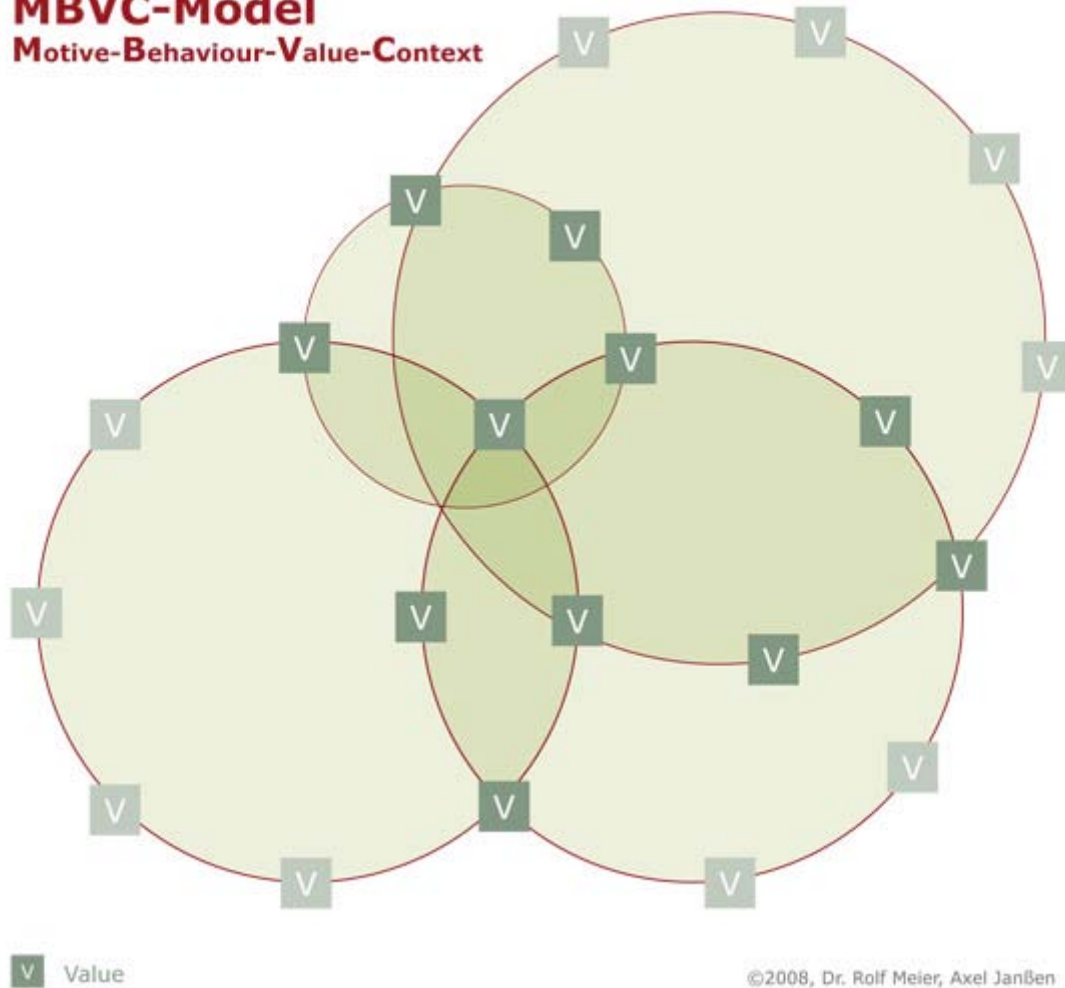
Explanation of use no. 1 to the  
**MBVC-Model**  
Motive-Behaviour-Value-Context



This graphic demonstrates that each individual has a (subjective) perception of a context. In the best case, behaviour is based upon common values. Values, which are diametrically in opposition to value conflicts.

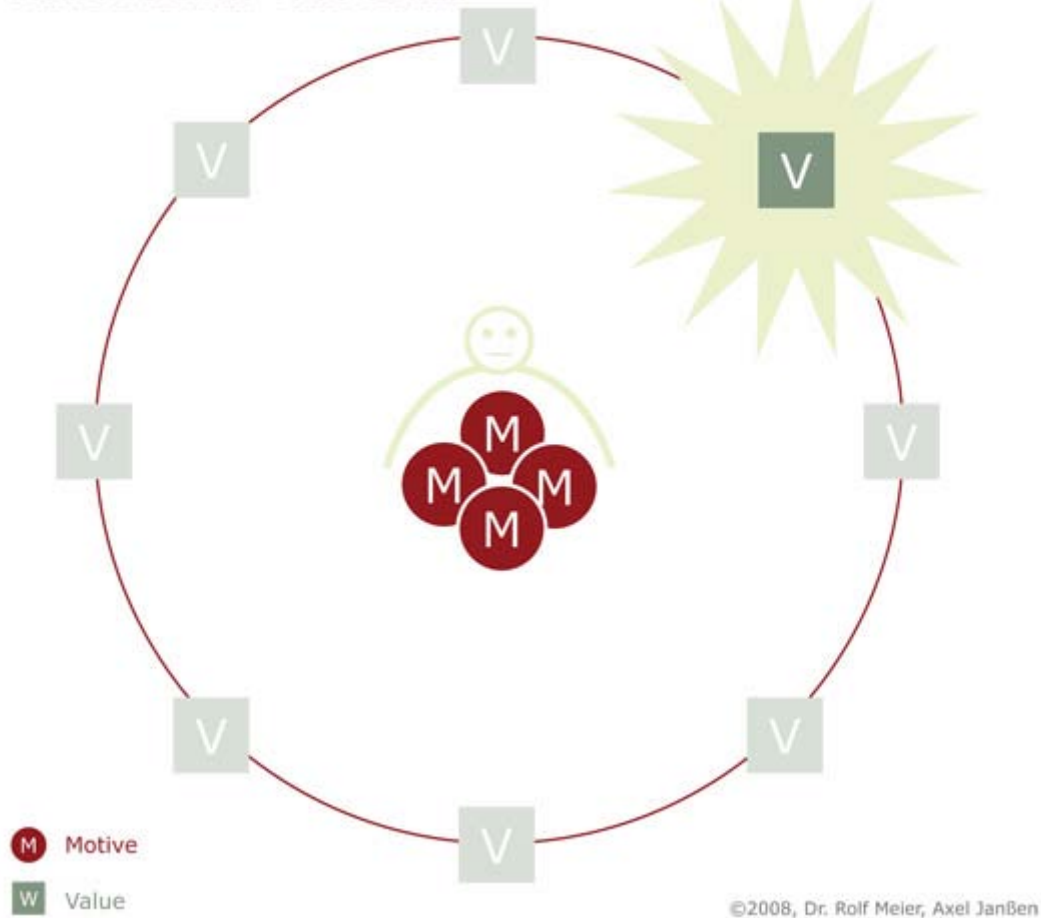
In the graphic itself, the approaches to solutions are already fixed. Thus the MBVC model can be used within areas such as “conflicts”, “fusion”, “intercultural conflicts” and many more.

Explanation of use no. 2 to the  
**MBVC-Model**  
Motive-Behaviour-Value-Context



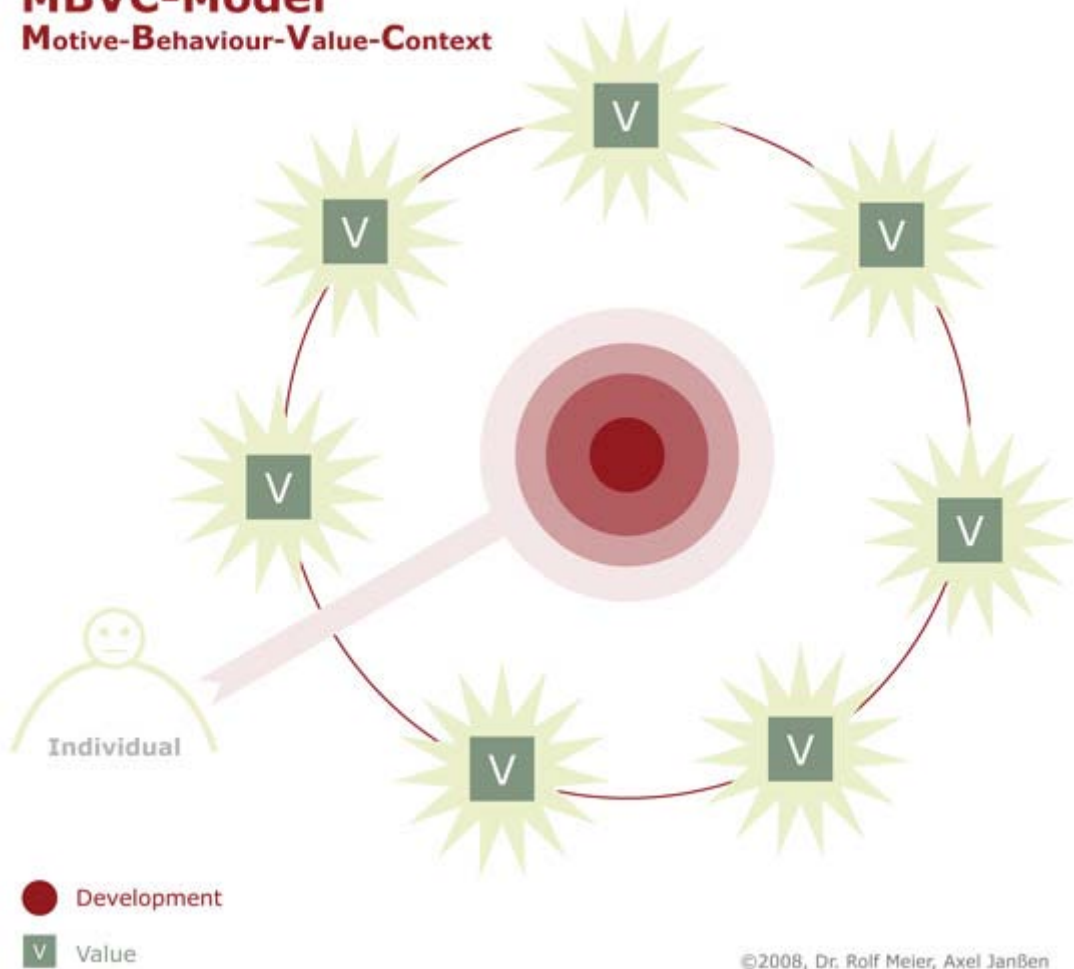
An individual's behaviour is based upon his values. Topical contexts usually overlap each other. Basic behaviour of the coachee, of the group or the team is oriented towards the commonly held values.

Explanation of use no. 3 to the  
**MBVC-Model**  
Motive-Behaviour-Value-Context



The “intersection” of these values forms the “guiding values”. (see axiom 18 of axiomatic coaching).  
The “value-halo” is a particular case of a guiding value.  
One single value outshines all other values, so that behaviour (one-sided) is based upon this value.

Explanation of use no. 4 to the  
**MBVC-Model**  
Motive-Behaviour-Value-Context



The explanation no. 4 demonstrates the connection between the “value attractiveness” of a context and the unfolding of motives.