



## About Values

### What are Values?

- Values are the things that are important to us, the foundation of our lives.
- They are deeply held principles that guide our choices and behaviours and influence our emotions
- Values are the core of who we are.
- They are the fundamental things that need to be present in our lives for us to feel happiness, satisfaction and fulfilment.
- They are our motivators, our drivers, the things that make us tick, the passion in our hearts and the reason why we do the things we do.
- They are like a moral compass, guiding how we live our lives.

*“Values are like fingerprints. Nobody’s are the same, but you leave ‘em all over everything you do.” Elvis Presley (1935-1977) Musician*

### What types of Values are there?

There are two main types of values, those that we are working towards achieving in our lives, that I call ‘outcome values’. These are values such as success, happiness, freedom, independence, security, wellbeing, knowledge.

The other type of values are those that are important to the way we live our lives, these I call ‘values for the journey’. These include values such as honesty, integrity, loyalty, trust, love, fairness.

Our top ten core values are likely to include a mixture of both types.

### Why are Values important?

There are hundreds of different values, most people have an idea what values are, most know they are important, but few know which values are most important to them and use them as a guide to the way they live their lives.

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It really makes a difference to an individual to identify their own set of core values and to use them to live a values-based life. Here are some of the ways living life in line with our values makes that difference:

- Understanding our own core values gives us a sense of clarity and self awareness of who we really are. It helps people to understand why their lives have been the way they have, why they made the decisions they did and why they feel the way they do.

*"It's not hard to make decisions when you know what your values are." Roy Disney*  
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- Using values we can understand and manage our emotions more effectively
  - We feel great when our values are honoured, the more values that receive a positive impact, the happier and more fulfilled we feel.
  - We feel a strong negative emotion, anger, sadness, frustration, when our values are being 'stomped all over', the higher the negative impact and more values affected, the stronger the negative emotion
- Values support decision-making; using values with every choice we make and with every action we take, ensures we are making the right choices, thus overcoming procrastination. We become more effective as we waste less time doing the wrong things.

*"The more choices you have, the more your values matter." Michael Schrage*

- Values provide the motivation to achieve goals and make the change needed in our lives. In organisations, alignment and connection to an organisation's values can also help with staff motivation and engagement, thus improving productivity.
- Values give people the certainty that the change will be good for them and that achieving their goals will give them happiness and fulfilment, thus removing the fear that holds them back.

Imagine climbing a ladder to get to the top of a tall building; after all the effort and time it's taken, you get to the top only to find that your ladder is up against the wrong building and you have to start all over again. This is what goal-setting is like when you don't use your values. Understanding and using your core values in setting your goals makes sure that your ladder is up against the right building in the first place and that the goal you are working towards achieving will make you happy.

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- Values help us to be authentic by acting in a way that aligns to what is really important to us. They guide us in behaving and communicating in a way that represents who we are.
- Understanding and using our values also enhances our relationships as we can communicate at a deeper level and honour each others values. This is useful in for improving both our personal and our business relationships. We become more attractive to others if we are authentic and we can connect more deeply using values language. Values language is also very powerful in marketing communication.

So in summary,

When our values are honoured in our lives, by our own actions and by those of others around us, we feel a sense of happiness, success and fulfilment. Whereas, if those values are not being honoured by ourselves or others in our lives, then we may feel a sense of loss, failure, unhappiness.

Honouring our values enhances our emotional, mental, physical and spiritual wellbeing.