

# Values

The actions contained in this document are highly effective and have many uses for example to help you make a decision about a job move, or to help you understand why you are feeling a bit stressed in your life and perhaps not sleeping too well.

Like most coaching and its associated tools – it's not rocket science, and I often hear the words 'oh yes I knew that!' ... coaching allows all that information that is held just below the level of consciousness to bubble up and come into our conscious awareness. And when we have more awareness we can make decisions which underpin our well-being.

Oh so simple when we know how!

## **And remember:**

The unconscious mind is the part of our mind which controls things such as growth/ repair of the skin, the dilation of the eyes etc. **It holds within it our memories and communicates to us with feelings.**

It is a very powerful part of our mind. It has been calculated that the unconscious mind deals with up to 2,000,000 bits of information per second. The conscious mind on the other hand can deal with 134 bits per second which translates to 7+ or – 2 chunks.

### **Your unconscious mind runs your body and your life**

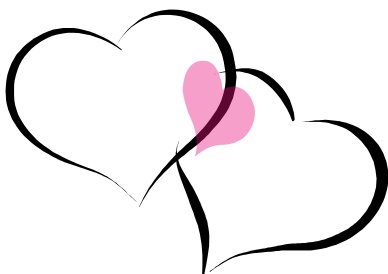
Your conscious mind is about 10% of what you are aware of day to day.

Your unconscious mind is the remaining 90% that you are most often not aware of.

### **Your unconscious mind believes your negative mind chatter**

## **About Values**

Values help us to determine what is important in our life. Values are the silent forces behind many of our actions and decisions. Some important values may be love, security, health, wealth, family, humour, integrity, honesty, freedom, respect, success, stability, excitement, justice.



Living your life in line with your values is important for a sense of well being, self respect and self esteem. Living a life which violates your values can lead to confusion, frustration and depression.

For example, if you are a person who values your family but you are working long hours which mean you spend little quality time with them, you will be violating your values. If you value respect yet, at work you do not feel that your opinions and views are listened to or if you value your health but take no exercise, you are living a life which is in conflict with a value.

Sometimes we confuse other people's values to be our own. We may have been "handed down" values through our family but if we examine them closely we may realise that they are not truly owned by us. Values may also change with circumstances and priorities.

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Common Towards values include: loving, secure, successful, healthy, stimulated, excited, peaceful, serene, fun, humour, relaxed, etc.

Common Away From values include: anger, depression, worry, insecurity, loss, boredom, guilt, hurt, lonely, etc.

## **Important**

Values must be feelings that you can achieve by yourself without requiring others to behave in a particular way. So 'loved' is not a value. It is an objective or a wish - because it requires another person to behave in a certain way. However 'Lovable' is a value because you can feel this without others behaving differently.

You can see how important it is that we lead our lives in line with our values and what can happen when we don't.

## **The value of values**

Knowing your values enables you to

1. Be more in control of your actions and your emotions.
2. Make better decisions, since you have greater awareness of what is truly important to you.
3. Recognise what you need to do to feel good
4. Find lots of different ways of fulfilling them - rather than doing the same old things as before.

## **Action Step 1**

To see if you are living your life in line with your values; take a segment i.e. an area of your life, from the wheel you produced earlier; an area which isn't quite how you would like it to be e.g. weight loss, career, relationship etc.

Next, make two lists: one to list feelings you would like to feel, and the other will have those that you would like to avoid feeling. (Avoid words like 'happiness' since this is the result of having successfully moved towards pleasure values and avoided unpleasant ones.)

Generate the lists by asking "What's important to you about this area of my life". "What else", and "what else" and don't stop writing the list until you have at least 8 – and aim for at least 10.

You may well stop at four or five .... When you get stuck, that's when you need to stick at it and you will get to what's really important to you about this area of your life... you may well hit an 'ahaaa moment' – you'll know what I mean when you hit it!

### **Example:**

Segment: Career

**List what is important about this area for me ....**

5. Respect
6. Helping people
7. Being a good team leader
8. Solving problems



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9. Morality / ethics
10. Travel
11. Recognition
12. Independence
13. Belief products / service etc etc

Take a moment firstly to see if these really are *your* values or have been handed down and secondly are these values up to date?

Do they 'fit' you now?

## Action Step 2

Once you have done this put them into order:

Take both lists and create your Values Hierarchy. This will be a short-list of your most important values.

This is best done through the Guarantee Game. Pretend that you have a guarantee that one value from the entire list will be fulfilled on a consistent basis from now on. So which of your values would you select? For example, would it be to feel secure, or healthy, or have peace of mind? Or to be guaranteed that you will not feel bored, or ill, or depressed? And pretend that you can only have one guarantee.

Whatever you choose becomes your No. 1 Value.

Now continue the Guarantee Game. Pretend that you have been given a bonus choice. You can keep the guaranteed No. 1 - and select one more from the list. This becomes your No. 2 value.

Continue this process until you have at least 6 or 7 values listed. This is your values' list in order of their current importance in your life.

You can do this exercise for each important area of your life and you may well find that some values appear in many areas – these will be your core values

Once you have your values you can then compare with your goals / how you spend your time etc to see if you are living your life in line with what is really important to you.

This is also a great way to help you make decisions about job moves as you can use this as a yard stick to see if the new job contains all the things you need to feel good and where any compromises may be.

Hope you get the idea !