



# introduction to VALUES

# What is a value?

A value is something that has meaning to you - it's what is most important to you.

Your values are formed by asking the question 'What is important in my life?' 'What do I truly value?

# Why are values important?

Most of us are never taught to identify our values - our social conditioning takes over and we join the drive and migration to success. We end up studying and working to prove how successful we are.

We jump on the merry-go-round of life and focus on setting ourselves up for the future so that we can 'enjoy' our retirement.

The problem with this is that we're almost all exhausted and critically ill by the time retirement comes around. We've unconsciously structured our lives in a way that almost certainly ensures our destruction.

When we define and identify with our values it is easier for us to make choices in our lives that align with what is most important to us.

# How do you know what your values are?

Consider the following question:

If you were told today that you had 12 months to live .... what would you do differently with your life that you're not doing now?

Ask yourself the following question:

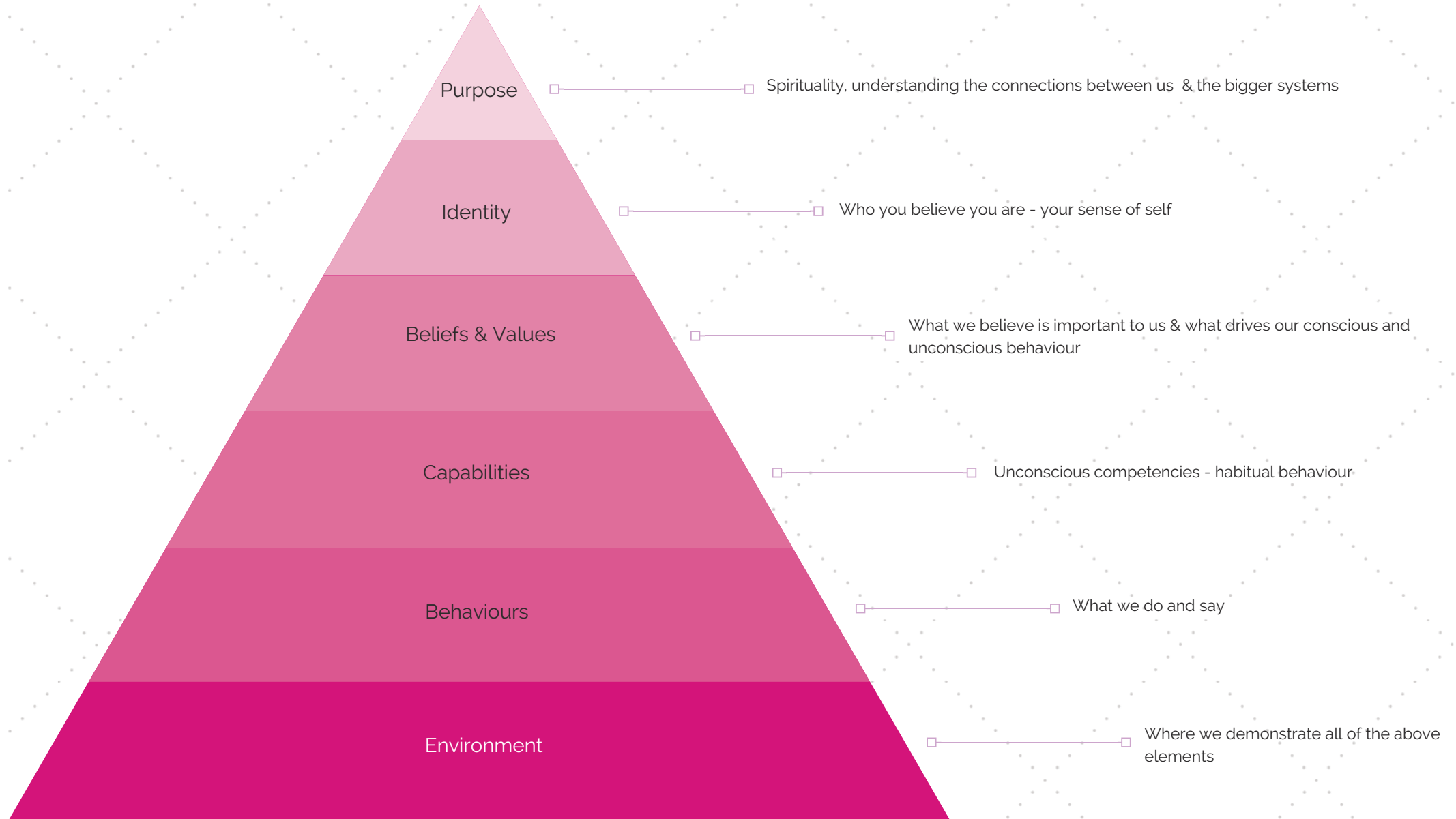
How do you know that you haven't got 12 months to live?

- we all think we're going to live forever.
- the fact is that one day we're all going to die.
- another fact is that NONE of us knows when that day will be for us

Ask yourself the following question:

Am I doing what I want to be doing if this was the last day, week,  
month or year of my life?

# Values Matrix



## Definition of a Value:

'Principles or standards of behaviour; one's judgement of what is important in life.'

Use the table on the following page, and follow these instructions to work out your own values:

1. Start by asking the question 'What is important in my life?'
  - keep asking this question until you have up to 8 values listed in the pink boxes.
2. Use the dot points below each value to add some additional words or a description to expand on each value.
3. After all of the 8 values have been written down, compare the values by asking 'Is this the first value more important than the second value written down? Is the second value more important than the third value? and so on until you end up with a hierarchy of values.
4. Number the values in order of importance 1-8.
5. Use this list of values to analyse the things in your life to see if they are a fit.
6. Use this list of values to help you analyse opportunities as they arise - if the opportunity fits with your values then take it; if it doesn't say no to it.

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