



Values Clarification

The true motivations and purpose of an individual are defined by their Values. Every person possesses core beliefs and ideas about “how things are supposed to be” in life. A person’s Values define these priorities and put form around them. If a person is clear about their values, they can more effectively align their goals and driving purpose around those things important and unique to their ultimate happiness and sense of satisfaction. Without defining a clear Value set, a person is liable to be swayed by others’ expectations or popular opinion in identifying goals or targets for accomplishment. For goals to be truly attainable, they must be aligned with clear Values. When a person finds that they have “stalled out” or gotten frustrated with their goal pursuits, it may be that they are pursuing goals that are contrary to core values and beliefs. And, by contrast, when a person is experiencing acceleration in their goal achievement, they will typically be pursuing goals that fulfill important core Values. As a person progresses in their lifetime achievement path, it is important to continually check motives and direction and assure that core Values are being honored or met in the process.

As important as Values clarification can be over time, not every Client is “ready” for this type of exercise. It is critical to be sensitive to the Client’s perception and reception to “reaching inside themselves” to define this dimension of self-awareness. For Clients that operate in a more “black and white” world and tend to see personal inquiry as “exoteric”, introduce the concept, define Values in relatable terms and move on to tangible goal achievement. Values will be revealed to the Coach whether the Client defines them or not. As the Client/Coach relationship develops, more detailed inquiry may be more comfortable and relevant to the Client.

Values may also be revealed in the Winslow Assessment. Using the terminologies defined in the Winslow can assist the Client in understanding their motivations for decisions they make and habits they develop.

Key Components

- o One to three word descriptions of firm belief or conviction.
- o Describe “absolutes” to the Client.
- o Create a clear and genuine picture of belief, not contrived or altruistic.
- o Use (typically) three to ten Values descriptions that, in total, paint a complete picture.
- o Use words that the Client understands and defines personally.
- o Take many shapes and directions that are purely Client defined, not Coach defined.
- o May or may not be central to the Client’s goal attainment process.

Sample Questions

To help a Client define Values use question such as:

- o How would you describe your most passionate beliefs?
- o What are the things, principles, ideas or ideals that you are most convicted to in life?
- o What do you “stand for”?
- o How are things supposed to be in life?
- o What are the things, that when threatened, evoke the most passionate response from you?
- o What makes you cry?
- o What makes gives you the greatest joy?
- o What are your “roles” in life?

Of course, giving Clients examples can be very valuable in “priming the pump”. Examples of Values might include the following. This is in no way a comprehensive list and the Coach should challenge the Client’s imagination and personal insight beyond any Values selected from a pre-defined list.

Achievement	Ambition	Accomplishment
Awareness	Beauty	Boldness
Beauty	Behavior	Bravery
Capable	Confidence	Cheerfulness
Courage	Creativity	Challenge
Citizenship	Contribution	Collaboration
Desire	Dedication	Dominance
Durability	Decidedness	Education
Edification	Equality	Environment
Family	Financial Security	Forgiving
Freedom	Friendship	Friendliness
Fun	Forgiveness	Generosity
Gratitude	Giving	Health
Honesty	Harmony	Individuality
Integrity	Intelligence	Innovation
Joy	Kindness	Leadership
Loyalty	Love	Likeability
Money	Motivation	Nurturing
Nature	Order	Openness
Popularity	Purpose	Pride
Pleasure	Quality	Responsibility
Recreation	School	Self Confidence
Self Satisfaction	Self Control	Self Respect
Service	Sharing	Spirituality
Tenacity	Toughness	Unification
Understanding	Velocity	Value
Wisdom	Winning	Wonder

Foundational Principles

In guiding your Client in identifying and clarifying Values, keep in mind the following as essential to your coaching effectiveness:

- o Values are revealed in the Lifetime Achievement Vision, Battle Cry and Goals.
- o Helping a Client define their “roles” in life can create synergy between Goal priorities and Values.
- o To the degree that actions are consistent with Values, the Client will be fulfilled and effective in their achievement process.
- o Values often represent unfulfilled expectations and, therefore, reveal the most urgent areas within which to define goals.
- o Values are expressed with emotion and purposeful action.

Timing and Process

Introduce Values Clarification:

- o After the Client has identified their Lifetime Achievement Vision.
- o Before, during or after goals are defined.
- o During the process of implementing action items.

Remind the Client of Values:

- o When the Client is frustrated.
- o When the Client demonstrates action consistent with identified Values.
- o When the Client seems confused on direction or next steps.

The process of guiding a Client to Values Identification and Clarification may look like this:

1. Explain the principle and the purpose.
2. Ask pointed questions.
3. Challenge the definition of each Value. Dig deep to the “real word” descriptor.
4. Point out redundancies and contradictions.
5. Prioritize or rank the Values.
6. Test the Values against the Lifetime Achievement Vision and Battle Cry.
7. Relate the Values to defined Goals
8. Reprioritize the Values as revealed by action or goal priority preference.

Added Value

The Coach can add value to the Values exercise by asking the Client to identify someone they have a great deal of respect for. Then ask them, “What Values does that person exhibit in their actions and convictions?” By identifying someone else that “lives their Values”, a Client can more easily model the passion and purpose that comes with clear Values alignment.