

## What Are Your Values?

**Values** are the things that you believe are important in the way you live and work. When the things that you do and the way you behave match your values, life is usually good – you're satisfied and content. But when these don't align with your values, that's when things feel... wrong. This can be a real source of unhappiness.

This is why making a conscious effort to identify your values is so important. So, take the time to understand the real priorities in your life, and you'll be able to determine the best direction for you and your life.

### Defining Your Values

A good way of starting to do this is to look back on your life.

- a) Identify the times when you were happiest (Find examples from both your career and personal life)
- b) Identify the times when you were most proud (both career and personal examples)
- c) Identify the times when you were most fulfilled and satisfied
- d) Determine your top values, based on your experiences of happiness, pride, and fulfilment

**Use the following list of common personal values to help you get started – and aim for about 10 top values.**

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Accountability	Excellence	Perfection
Accuracy	Excitement	Piety
Achievement	Expertise	Positivity
Adventurousness	Exploration	Practicality
Altruism	Expressiveness	Preparedness
Ambition	Fairness	Professionalism
Assertiveness	Faith	Prudence
Balance	Family-orientedness	Quality-orientation
Being the best	Fidelity	Reliability
Belonging	Fitness	Resourcefulness
Boldness	Fluency	Restraint
Calmness	Focus	Results-oriented
Carefulness	Freedom	Rigor
Challenge	Fun	Security
Cheerfulness	Generosity	Self-actualization
Clear-mindedness	Goodness	Self-control
Commitment	Grace	Selflessness
Community	Growth	Self-reliance
Compassion	Happiness	Sensitivity
Competitiveness	Hard Work	Serenity
Consistency	Health	Service
Contentment	Helping Society	Shrewdness
Continuous Improvement	Holiness	Simplicity
Contribution	Honesty	Soundness
Control	Honour	Speed
Cooperation	Humility	Spontaneity
Correctness	Independence	Stability
Courtesy	Ingenuity	Strategic
Creativity	Inner Harmony	Strength

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## Life Coaching

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Curiosity	Inquisitiveness	Structure
Decisiveness	Insightfulness	Success
Democraticness	Intelligence	Support
Dependability	Intellectual Status	Teamwork
Determination	Intuition	Temperance
Devoutness	Joy	Thankfulness
Diligence	Justice	Thoroughness
Discipline	Leadership	Thoughtfulness
Discretion	Legacy	Timeliness
Diversity	Love	Tolerance
Dynamism	Loyalty	Traditionalism
Economy	Making a difference	Trustworthiness
Effectiveness	Mastery	Truth-seeking
Efficiency	Merit	Understanding
Elegance	Obedience	Uniqueness
Empathy	Openness	Unity
Enjoyment	Order	Usefulness
Enthusiasm	Originality	Vision
Equality	Patriotism	Vitality

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### Prioritising your top values

Now compare and decide which values are more important than others, rank them in the correct order.

### Reaffirming your values

Check your top-priority values, and make sure they fit with your life and your vision for yourself. Making value-based choices may not always be easy. However, making a choice that you know is right is a lot less difficult in the long run.