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Erasmus+ Programme
of the European Union



Digital Tools

EXPLORE YOUR VALUES





Networking for Entrepreneurship

Project Reference: 2017-1-SI01-KA202-035580

Start: 01-09-2017 - End: 29.-02-2020



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Erasmus+ Programme
of the European Union

Programme: Erasmus+

Key Action: Cooperation for innovation and the exchange of good practices

Action Type: Strategic Partnerships for vocational education and training

EXPLORE YOUR VALUES

VALUES

One way to connect with our inner vision is to explore what is most important to us. Exploring our values helps set our compass for what we wish to do, develop and offer to the world.

Working with values is used as a basis in coaching processes. A Values Analysis is a cognitive method that can be applied at the beginning of any growth process or before establishing goals and exploring vision. Through analysis of our values, we discover the key to our world: our needs and ideals. A VALUE is something that is necessary for us to feel comfortable and contented in life. When an important value is not fulfilled, we feel something is missing. Values express our deepest needs and they build bridges between our ideals and the objects of our desire. Our values motivate us to “do something” and to develop ourselves. They act as our internal compass which guides our steps. We associate our life-sense and measure through our values how well and happy we feel. It is of huge benefit for an entrepreneur to discover and consciously express their values.

The Principles of Values Analysis

- Absence of essential values lead to the experience of insufficiency and dissatisfaction
- An individual is willing to invest enough time and energy to fulfil an essential value
- Goals that are connected to important values, are followed more strongly than others
- Working with values constitutes a very individual parameter that is of greatest importance when making decisions in any situation

Internal vs. External Values

Internal values build the basis of an individual’s inner world, our character, thoughts, and emotions, or those of another person that are essential for us and also what is important for us in interpersonal relationships. EXAMPLES: Love, peace, optimism, freedom, respect and communication.

External values are the visible or perceptible things about a person or the community that we live in, or the systems, places and structures that are essential for us. EXAMPLES: Beauty, Status, Sport, Nature, Light, Health and Democracy.

Essential vs. Collateral Values

Collateral values are changeable and replaceable. They correspond with specific areas of life or specific periods of time. They are usually subordinate or built around deeper essential values.

Essential values are the deepest level of our values landscape. They are not replaceable by any other value and not dependent on other values. They characterise an individual’s ideals and needs which are unchangeable over time and in different situations.

EXAMPLE:

- “Money” is often expressed as a value.
- Ask yourself what that money allows you to do and what would happen if you didn’t have enough money?

For example: money is desirable to travel and to build a house.

Going deeper: what is associated with travelling and with building a home?
Some essential values at the root of having money could be “adventure” and “security”.

ACTIVITY

EXPLORE YOUR VALUES: Values Analysis ► Values Circle

MY VALUES CIRCLE

Create a Values circle for yourself after doing a Values analysis.

1. Discover your values. This can be done by responding to some questions or by selecting values from a list (see appendix B below). The first method better guarantees capturing the complete landscape of your values but may require the presence of a coach. In the other method, you can still explore your values by yourself.

SAMPLE COACHING QUESTIONS: (more questions are available in appendix A)

- What is especially important in your life?
- What are the qualities that you cannot live without?
- Which internal state is of great importance for you?
- What is important for you in your environment?
- What are the things that you are immediately aware of if they are missing?
- What do you wish for the people you love?
- What do you mainly do in your free time?
- Think of a situation in which you felt happy.
- What was present in that situation?
- Which internal qualities did you develop or show in that situation?

2. Note down each value you identify as important to you on individual cards or in a list. Choose the ten most essential for you. To do so, sometimes you can group several values into one unified value.

3. Draw a circle with ten areas as in a pie chart and write above each section the values that are most relevant to you.

Ask yourself:

How is each value present in your everyday life? How fulfilled do you feel this value is in your life just now? The degree of fulfilment for each value can be captured by drawing a line in each segment of the pie chart that captures the percentage fulfilment at present. (See example of a values circle)

- If the whole pie symbolises 100%/total fulfilment of the value, what percentage would you give to its fulfilment in your current life?
- If 0 on a scale of 0 to 10 means that the value is not at all fulfilled in your current life and 10 means it is completely fulfilled, which scale fits your current situation?

4. Reflect on how fulfilled each value is for you and how you could expand this.

Your life or professional or entrepreneurial vision should in some way align with your values. This will energise you as you will be working towards what is innately pleasurable or most important to you.

SOURCE: The VALUES activity was created for the Enterecoach project (2011-2013) and has also been used in the EMPLOY project (2012-14) and E-DECO projects (2013-15)

VALUES CIRCLE

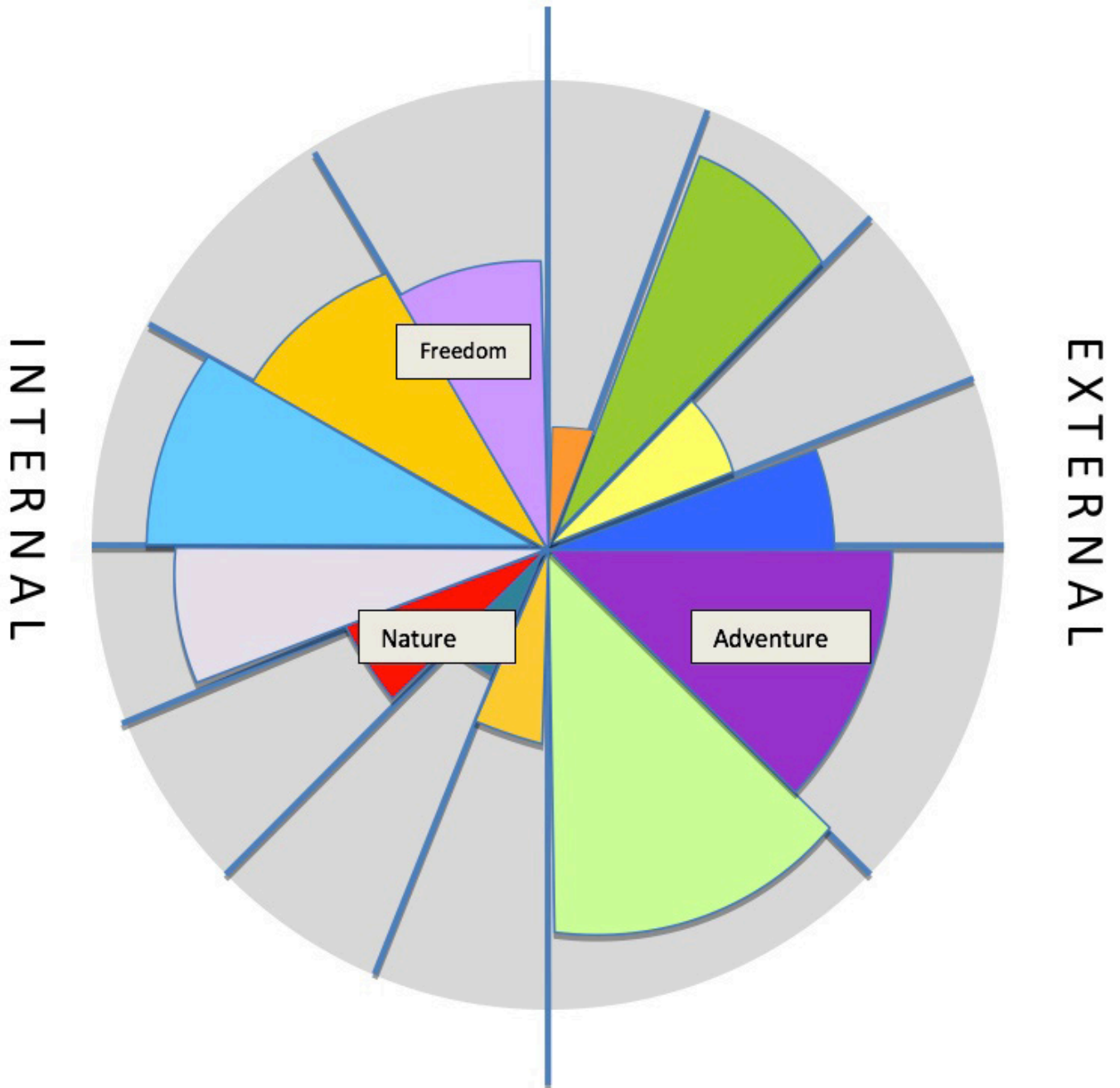


Figure 1: Sample Values Circle

APPENDIX A – CENTRAL QUESTIONS FOR VALUES ANALYSIS

General

- What is of greatest importance for you?
- What is your favourite colour? What do you associate with it?
- What is your favourite animal? What do you associate with it?
- What are your hobbies? What do they give you?
- What do you spend your money on?
- What does your restaurant of choice offer?
- What did you miss at your previous workplace?
- Which art object(s) do you like the best? What is remarkable on it/them?

Internal Values

- Which internal qualities do the people you love have?
- Which internal strengths do you appreciate in yourself?
- What is missing in your internal landscape?
- Which heroes of history do you admire? What do you associate with them?
- Which qualities a person should have to become your friend/partner/business partner?
- Which interpersonal qualities in a community make you feel comfortable?
- What makes your family valuable for you?
- What does your pet mean to you?
- How do you notice if a conversation is interesting for you?

External Values

- What do you pay attention to when you observe your body?
- What do you like about the way you look?
- What makes a person look attractive to you?
- What behaviour do you like?
- Which visible characteristics should a person have in order to be loved by you?
- What are your favourite activities/jobs?
- What would you consider if you were hiring an employee?
- What do you expect from a social-political system?
- Which city/country in the world is your favourite city/country?
- What are the criteria for your choice of holiday resort?
- What do you pay attention to for the choice of an apartment?
- What do you like/dislike in this room?
- What do you think is missing in this room?

APPENDIX B – LIST OF VALUES

Accomplishment		Excellence		Order	
Accuracy		Excitement-Thrill		Partnership	
Achievement		Expertise		Passion	
Achieving potential		Fairness		Peace	
Acknowledgment		Faith		Peace of Mind	
Adventure		Fame		Personal growth	
Aesthetics/beauty		Fast pace		Power	
Animals		Forward movement		Pioneering	
Altruism		Friendship		Privacy	
Appreciation		Fun		Recognition	
Art		Harmony		Respect	
Authenticity		Helping others -service		Responsibility	
Autonomy		Honesty		Results	
Balance		Honour		Risk-taking	
Belonging		Humour		Romance	
Books		Imagination		Routine	
Challenges		Independence		Safety	
Clarity		Influencing		Security	
Commitment		Integrity		Self-expression	
Compassion		Intellect		Sensuality	
Completion		Intimacy		Solitude	
Connection		Intuition		Spirituality	
Contribution		Joy		Status	
Co-operation		Justice		Success	
Creativity		Leadership		Support	
Dependability		Learning		Technology	
Directness		Leisure		Team	
Doing your best		Literature		Tolerance	
Ease-comfort		Love		Tradition	
Elegance		Loyalty		Trust	
Emotional balance		Making a difference		Variety	
Empathy		Making decisions		Vitality	
Empowerment		Money		Wellbeing	
Energy		Nature		Winning	
Entertainment		Nurturing		Wisdom	
The Environment		Openness		Work	