



Values Droplet

...finding a synergetic link...

iCare Benchmark

Ownership

Driven

Passionate

Together

Curious



- According to Norman Feather, values are a set of stable, general beliefs about what is desirable...
- These beliefs emerge from both society's norms and the individual's core psychological needs and sense of self.
- Values can best be considered life directions.
- Values convey what is important to people in their lives.
- Simply put, a value is about what a person wants to be doing with his or her life.

Source: Feather, NT. Values, Valences, Expectations, and Actions. (1992)

Values Defined

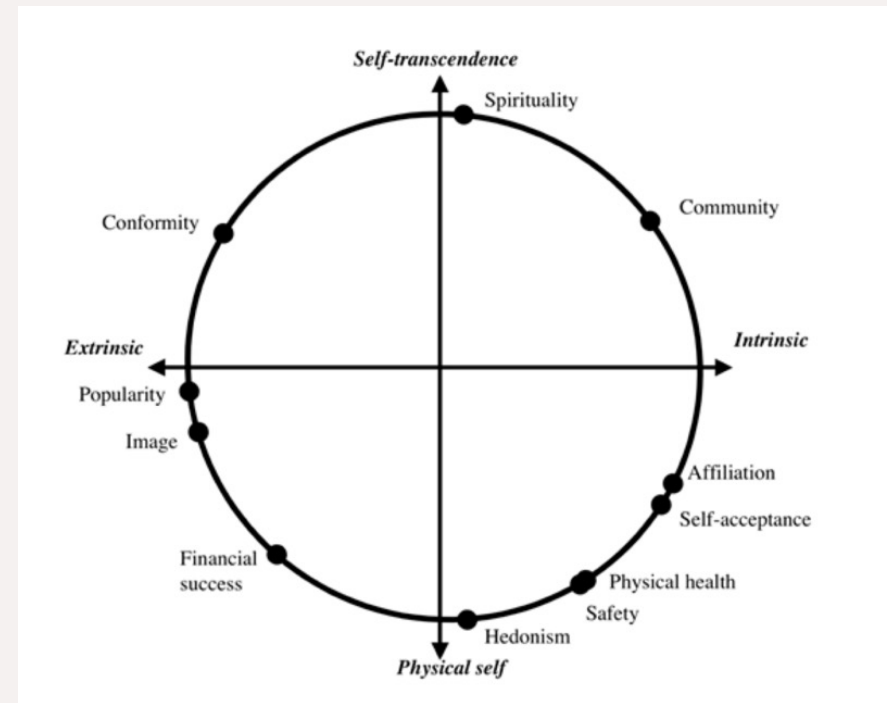
Limited Rather Extensive

- It seems reasonable to assume that people have countless values...
- But, cross-cultural research has revealed there are approximately a dozen basic aims in life that individuals typically deem as important...

Grouzet et al., 2005; Schwartz, 1992

Common Drivers

- **Self-Transcendence:** *The overcoming of the individual self and its desires in spiritual contemplation and realisation.*
- **Intrinsic:** *Belonging naturally to oneself - essential to life.*
- **Physical Self:** *The individuals perception of themselves in areas of physical ability and appearance.*
- **Extrinsic:** *Not part of the essential nature of someone or something - coming or operating from outside.*



Source: Grouzet, Frederick. University of Victoria. (2002)

Common Source for Values

- Family / Friends / Peers
- Workplace & Education
- Significant Life Event
- Religion / Media / Music
- Culture / Age / Gender / Sexuality
- Major Historical Events

The Impact of Values

- Values orient the individual toward the world.
- Values reveal what is important to the individual, their operation can be compared to a filter.
- Values help the individual to differentiate between what is important and worth investing in, and what is (relatively) unimportant and not worth investing in.
- Values influence which goals and intentional efforts are chosen to pursue from day to day.

Source: Feather, NT. Values, Valences, Expectations, and Actions. (1992)

Strategy

Find a synergy between your value drive and your companies words...





Step by step

Value Tattoos: Step 1

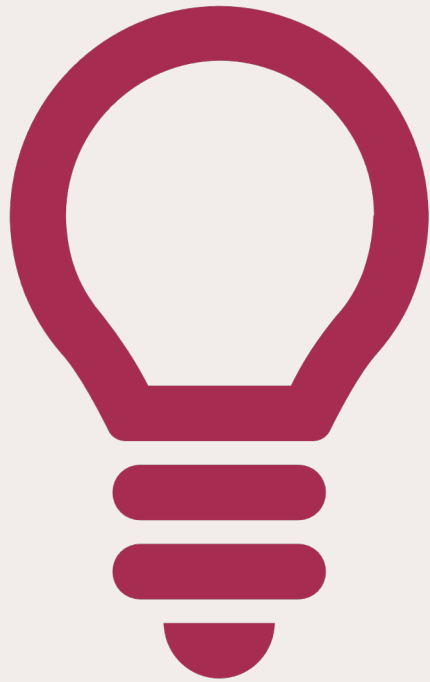
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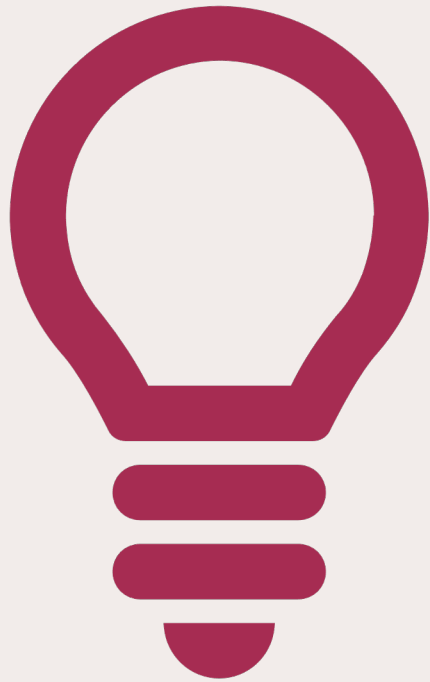
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Step 2

What is my underlying theme...

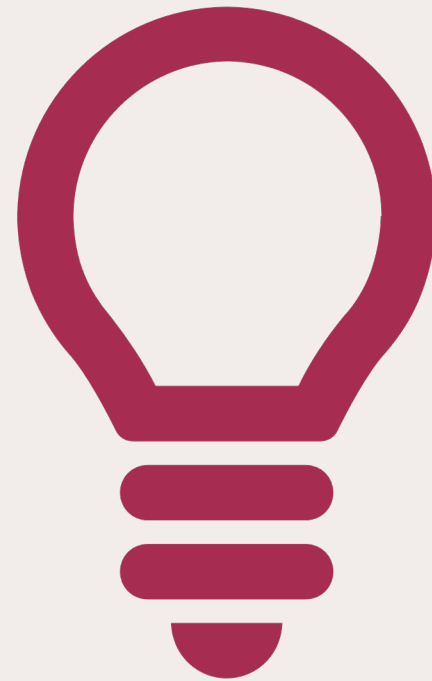


Step 3

- Does this theme say something about what I value in life?
- If so, what?

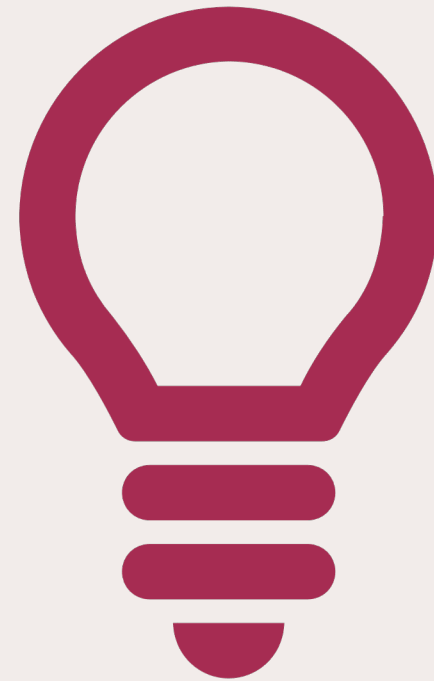
Step 4

- To what extent am I currently living / working in line with step 3?



Step 5

- If necessary, what actions or mindset change, no matter how small, should I take to start living / working in better alignment with this?



**Cheers
Thanks A Lot!**

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