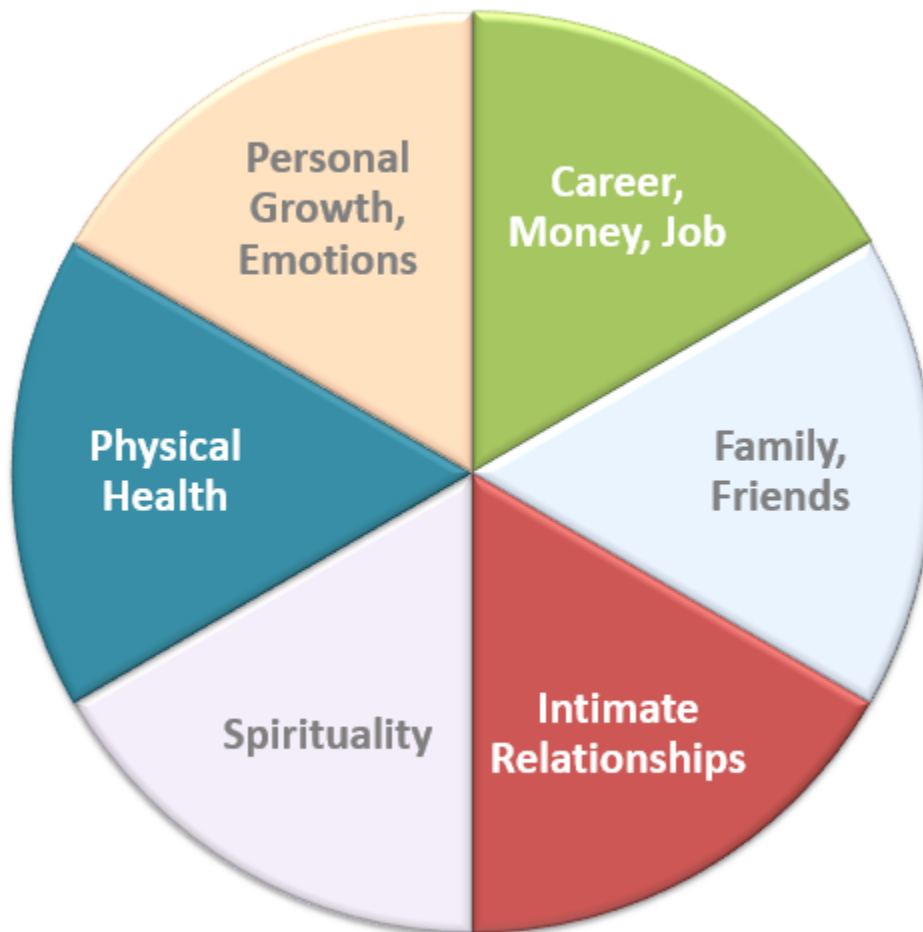


TOOL FOR YOUR TOOLKIT: VALUES

DEFINITION

Values are those things that motivate us most in advance, so they relate to how we spend our time. They affect how we feel about what we've done, afterwards, so they relate to how we feel about ourselves and about others.

THE WHEEL OF LIFE



TOOL FOR YOUR TOOLKIT: VALUES

<i>Sources of Values</i>		<i>Massey Hierarchy</i>	
Family	Geography	Age: 0-7	Imprint
Friends	Culture	8-14	Modeling
Church/Religion	Economics	14-21	Socialization
School	Media	21+	Business Persona

ORDER OF VALUES DISCOVERY

1. Standard Discovery.

"In the past, what has important to you in _____?"

"What else has been important to you in _____?"

2. Empty Out three times.

3. From Motivation Strategy:

a. "Can you remember a time when you were totally motivated in the context of _____? Can you remember a specific time?"

b. "As you remember that time, what was the last thing you felt just before you were totally motivated?"

c. "Can you give me the name of that feeling?"

If the word they give you is of a too low level, ask:

"What's important to you about that?"

4. Continue with steps A-C until you get repeat words.

5. Now have them number number the values according to their value to themselves.

TOOL FOR YOUR TOOLKIT: VALUES

“What’s the most important?”

“What’s next, etc.?” (If this doesn’t work, then use a, b, & c below.)

- a. ***“Of the above values, which is the most important to you?”***
- b. ***“Assuming you have (list values already chosen), is _____ or _____ more important to you?”***
- c. ***“Assuming you have (list values already chosen), if you couldn’t have _____ but you could have _____, would that be OK?”***

- 6. If client has trouble answering, make sure they’re in a decisive physiology.
- 7. Rewrite the list of values according to their importance.

