



# Values Clarification Process

By Tara Butler

The Broadview Group & Broadview Coaching

“Often people attempt to live their lives backwards: they try to have more things, more money, in order to do more of what they want so that they will be happier.

The way it actually works is the reverse. You must first be who you really are, then, do what you need to do, in order to have what you want”

- Margaret Young

## Fulfillment is not a destination

Fulfillment is an experience, not a destination. Although the experience of fulfillment can always be richer, it is not a “thing” that we aspire to “getting” – it is an experience of “being”. It is being in congruence with what you **say** you want and what you **really** want. It’s about being aware of what is important to you and honoring that in your life with intention.

Many people think that if I do “x”, then I can have “y”, and then I’ll be fulfilled/happy. I call that the “Do, Have, Be” approach to life. As an example: If I work hard at my job, then I will have save lots of money, and then I can retire and be happy. This approach is postponing fulfillment to some future time that may or may not happen. In fact, often times, after we work hard doing, in order to have, we actually find that it’s hard to be fulfilled once we get there. And we are left wondering, “is this all there is?”

I invite you to consider a different approach. I call it the “Be, Do, Have”. In this model, we are focused on the here and now – not without thought of

the future but not at the expense of it either. If I just “be” and focus on my fulfillment right now by being who I really am, I will have a foundation for which I can launch and “do” what I need to do by being motivated, passionate and resonant with my experience, and from this place, I can “have” whatever I REALLY want.. It is similar to the philosophy of “do what you love and the rest will follow”. With this approach, you are always striving to be in your experience of today. By being fully present in your experience today, you have a strong personal foundation for today AND to build you future, and build it from a place of true fulfillment.

1) Where in my life am I putting off my fulfillment today at the expense of some future dream of fulfillment?

2) What would it be to shift my focus to my experience of fulfillment today, to build a strong personal foundation for today AND my future?

“We ourselves possess beauty when we are true to  
our own being”  
- Plotinus

## Core Values

Each and every one of us has a set of Core Values that are unique to us. This is in the DNA of who we are. We are born with certain framework of beliefs and needs that represent what is most important to us. They are the threads of the fabric of our souls. Like a fingerprint, our values are our symbol of identity in this world.

Values are not morals, ethics or principals of moral standard. There is no sense of right or wrong about behaviors here. And although living ethically might be a value for you, morals are often things that are learned and adopted.

Values can often be manifested either positively or negatively in your life, but as a value, they are what I call “charge neutral”. They, in and of themselves, have no negative or positive connotation. As an example – The value of challenge is charge neutral. I can get it met positively in many ways, such as by attending classes or taking on a project that stretches me. I can also get it met negatively in many ways, such as taking on too much at a job where I’m otherwise bored, thus working more than I should. Or procrastinating an otherwise uninteresting task or project so it is, by default, challenging (But also stressful and unfulfilling!)

Values are not desires, wants, or wishes. They make up who you really are. They aren’t about who you’d like to be. You may admire certain qualities in others, but in reality it isn’t something that you really are at the core. For example, I have great admiration for people with a value

of Adventure. In fact, I really wish I were more adventurous, but I am also clear that jumping out of airplanes would not fulfill me (in any way, shape or form 😊) as much as I admire those who do.

We all have a set of what is called “Universal Values” – values/basic needs that we all need. These are:

- Physical – (food, water, air, shelter, etc)

- Safety – (will I have enough food, water, shelter, etc to last. A.k.a. Security)

- Social – (the need for love, being part of something that includes people. etc)

- Esteem – (the need for self worth, etc)

- Meaning – (the need for meaning or purpose)

Our Core Values are the values that we possess, above and beyond our Universal Values. We all have dozens of values, but what makes us unique is the priority on which we put on our values. Some simply take up more real estate than others. Although our values stay the same, our top values may change based on our circumstances and priorities. A value that is truly in your top 10 today, however, will always be a value for you in some way, shape or form, it may just not be a top priority the way it is today.

The key to Fulfillment is being clear about what your Core Values are (particularly your top values) and manifesting them in your life positively. If you have values in your life that aren't being manifested, your life may feel “flat”, “boring”, “ho-hum”. If some of your values are being manifested negatively, your life will feel chaotic or dramatic; alive but conflicted. If any of your values are being stomped on (through your work, through your relationships or through your own self sabotage), that part of your life will feel practically unbearable, regardless of how many values are being manifested positively alongside them.

Once you identify your top Core Values, you can use them as a filter to make choices in your life and you can become much more aware where they are being stomped on, manifested negatively, or simply need to be manifested more in your life.

When we step 100% into manifesting our Values in a positive way, we step fully into who we really are. Who we say we are and who we are, are congruent. I am walking my own talk and I'm being authentically me. And when we are most authentic, it is then that our beauty shines. We are always most beautiful when we step into who we really are.

## Part A - Peak Experiences

This exercise has you break up your life into 3 sections of time, starting at the age of 7.

To determine the span of time for each section, take your age and subtract 7 and divide that number by 3 to equal a number we will call "x". Round this number up or down to the nearest whole number. Your first range will begin with seven. The end number will be 7 plus "x" For the second range, add 1 to the last number of your first range, and add "x" to it. For your third range, add 1 to the last number of your second range for your starting age and this will go to your present age.

Here is an example if you are 36.

$$36-7 = 29$$

$$29/3 = 9.2$$

Rounding to the nearest number makes it 9. So "x" = 9

The first range begins with 7 and goes to 16 (because  $9 + 7 = 16$ )

Adding one to that, my second range begins with 17 and goes to 26 (because  $17+9=26$ )

Adding one to that, my third range is 27-36 (my current age)

So my ranges are 7-16, 17-26, 27-36

# Peak Experiences Exercise

For each section of your life, write about 3 peak experiences. This might be at a time you felt very alive and fulfilled or felt very successful and proud of whom you were. Some could be a major event, others could be simply a memory that brings you back to a happy time. As an example, one of mine is sitting in a field on my Grandmother's farm trying to tame a filly. Here are the questions to answer for each event:

- 1) What made this experience so eventful?
- 2) How did you feel?
- 3) What was important to you about this – particularly in how it made *you feel*
- 4) What needs were being met?

**Section 1 – Age \_\_\_\_\_**

Peak Experience Story #1

Peak Experience Story #2

**Section 2 – Age \_\_\_\_\_**

Peak Experience Story #1

Peak Experience Story #2

**Section 3 – Age \_\_\_\_\_**

Peak Experience Story #1

Peak Experience Story #2

# Gleaning for Values

Once you have completed the Peak Experiences Exercise, I encourage you to enlist someone else to help you glean your values from your peak experiences stories. Ask them to look for themes of feelings you were experiencing and needs appeared to be met through that experience. You can do this on our own, of course - However, sometimes a new set of eyes can see patterns and things that we don't see ourselves. Enlisting someone who understands the concept of Values will be particularly helpful. Have them circle words and/or write words in the margin that describe the themes they are seeing. Once they have done this for you, now it's time for you to go through it and see if you see any additional patterns or if you would "name" the theme they identified as something slightly different. As an example, they might notice a theme of "achievement" but you may name this as "accomplishment" or "recognition". Others often recognize a theme, but don't necessarily capture it's true essence for you.

## Part B - Summary of Values

List the values you identified prior to this exercise and from your peak experience stories exercise. String values together that you believe are heavily linked, possibly the same value, or if they describe the essence of an overall value. You may name this something else or assign a metaphor to describe it or possibly choose one of the words to describe the value ultimately. One word values are ok, too!

Examples:

Learning/Discovery

Adventure/Excitement/Thrill

Honesty/Integrity/Walk my Talk

Influence

Sparkle

Juice

Brilliance

## Sample Value Sheet

Accomplishment	Entertainment	Power
Accuracy	Excellence	Prevail
Achievement	Excitement	Primacy
Adventure	Exhilaration	Productivity
Aesthetics	Experiment	Provide
Aliveness	Facilitate	Quest
Alter	Focus	Radiance
Ambiguity	Foster	Realize
Amusement	Freedom	Recognition
Arouse	Free Spirit	Refinement
Assist	Fun	Reign
Attractiveness	Gamble	Relate with God
Augment	Gloriousness	Risk Taking
Authenticity	Glow	Romance
Autonomy	Grace	Security
Balance	Grant	Self Expression
Beauty	Growth	Sensuality
Being Seen	Guide	Serve
Bliss	Harmony	Service
Brilliance	Hedonistic	Sizzle
Build	Honesty	Song
Challenge	Humanity	Spark
Compassion	Humor	Sparkle
Community	Impact	Speculation
Connection	Improve	Spirituality
Contribution	Influence	Star
Creative	Ingenuity	Stimulate
Expression	Inspire	Strengthen
Creativity	Instruct	Sustainability
Curiosity	Integrity	Synthesize
Dare	Intimacy	Taste
Design	Invent	Teach
Detect	Joy	Tenderness
Directness	Laughter	Thrill
Discern	Leadership	Touch
Discovery	Learning	Tradition
Edify	Loveliness	Triumph
Educate	Magnificence	Uplift
Elegance	Model	Venture
Emote	Movement	Verve
Empathy	Music	Vitality
Empowerment	Nature	Voice
Encourage	Nurturing	Wellness
Endeavor	Orderliness	Win Over
Endow	Originality	Zest
Energize	Partnership	
Enlighten	Perceive	
Enlist	Persuade	
	Personal Power	

# Top 10 Values – Your “Must Haves”

Now it is time to narrow and refine your list. What are the things that you **must have** in your life to be fulfilled? What are the values you absolutely must honor – or part of you dies? Have you missed any? Are there any on the Sample Values sheet that better express a value I have already identified?

Top 10 Values
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

# Part C -Top 10 Values – Your “Must Haves”

Now it is time to look at your Top Values and your current relationship to them in your life. Remember, the key to Fulfillment is being clear about what your Core Values are (particularly your top values) and manifesting them in your life *positively*. If you have values in your life that aren't being manifested, your life may feel “flat”, “boring”, “ho-hum”. If some of your values are being manifested negatively, your life will feel chaotic or dramatic; alive but conflicted. If any of your values are being stomped on (through your work, through your relationships or through your own self sabotage), that part of your life will feel practically unbearable, regardless of how many values are being manifested positively alongside them.

Note: some people get confused between manifesting destructively vs. a value being stomped on. Not all examples are black/white, although some can be. The difference is the experience it creates. Manifesting destructively, you are getting that need met but not in a way that serves. Dishonored/stomped on, means the value is absolutely not getting met, but it is way beyond dormant – it is actually painful. Here are some examples:

## **Examples of Values and the experience of being manifested negatively:**

- Excitement – can show up as “drama” – life is exciting but chaotic and not fun
- Connection – we can “connect” with others through gossip and creating alliances (us against them) type of mentality
- Challenge – people who take on too much in the name of challenge, but it can create stress, the ability to never “unplug” from work, etc.

## **Examples of Values and the experience of being stomped on:**

- Integrity – working for a company that misleads their clients to get them to buy their products and doesn't fulfill their sales promises
- Nature – working in a cubicle for 10 hours a day with no windows or natural light
- Making a Difference – when you believe your work (your product, your company) provides little or no value to the world at large. It in fact, you believe it may be harming it on some level.

Top 10 Values	Are you currently honoring this value fully? Y/N	Where in your life are you honoring this value?	Where in your life is this value being manifested destructively?	Where in your life is this value being dishonored or stomped on?
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Not all of our Values will be met in each and every area of our life. However, the more values we get met in the various areas, the more fulfilled we will feel. For many people, this is why they feel like “different people” at work vs. home – because they look to work/our business to get certain values met (ex: achievement, challenge, excitement) and their home life to get other values met (ex: connection, serenity, fun). The more overlap we have in the various areas of our life, the more consistency we have in our feelings of fulfillment. Why? Because we all have the “off” days with our work and our home life and if our values aren’t balanced, our lives won’t feel balanced either.

I recommend you look at each top value and look at the major areas of your life (that I borrow from the Wheel of Life concept) and ask the question “how can I get this value manifested more fully in this area?” Here are the areas I recommend:

- Work/Business
- Partner Relationship
- Family
- Friends
- Money
- Recreation/Fun
- Spirituality/Personal Growth
- Physical Environment
- Health

There, of course, will be some areas that certain values just aren’t applicable to, but you might be surprised what you find when you start to explore this concept!

Now that you have your top values, you can start to use them as your filter for decisions you make in your life and your work/business. And you can be more intentional about your choices to insure that your values are manifested more positively in various areas of your life.

“Oh, the Places You’ll Go...”

- Dr. Seuss