



# **THE VALUES TOOLKIT**

P R I N T A B L E

# WHAT REALLY MATTERS!

## How to use these cards

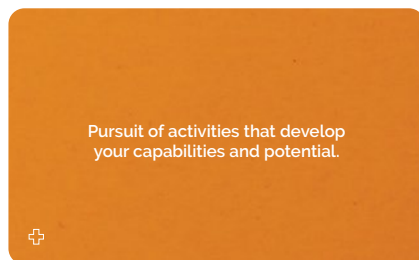
Values are the motivational bases of attitudes and behavior. Discovering the values that we have or want to have can give great insight and direction for our personal development. This toolkit provides suggestions on how to use the 'What really matters!' card deck in various coaching situations. You can also create new and unique ways of using them based on your experience and imagination.

## The Values Cards

To help identify what values drive behaviors



**VALUE:** in capital letters, readable even from afar.  
**ICON:** visualizes the value intuitively.



**DEFINITION:** clarifies what the value is.  
**COLOR:** represents the value's category.  
**PLUS SIGN:** cards you can take out if you prefer to work with a smaller deck.

## The Values Journey

To facilitate self-discovery and manifest priority values in daily life.

### Your Personal Values Journey



Ask: "What drives my behavior?"  
Pick values cards to answer. When unsure, refer to the definition.



Analyze the values you discovered by rating them in order of importance considering the amount of time and energy you spend on each.



Reflect: "What values do I aspire for?"  
Choose values cards to answer. Read the definitions for clarity.



Develop strategies for expressing your desired values.  
Ask: "What concrete next step/s can I take?"



Have an accountability partner to share your progress and struggles with.

## For One-on-One Coaching

- Ask your client to divide the deck into two stacks: values that are important and not important for them.
- Ask them to further divide the “important” values into two: more important and less important. Then, have them select their 5 most important values.
- Follow your intuition on how to facilitate your client's journey to self-discovery and decision-making.

## For Group Coaching

Participants can have one deck of cards each. Ask them to present their 5 most important values to the group. Encourage sharing and interaction among participants.

Some questions you can ask:

- How did your values shape your behavior?
- What would it be like if you could manifest your chosen values every day?

## Download your free e-book!



We offer you a collection of coaching card methods that you can use, adapt or modify for your coaching, therapy, workshop and training sessions. We hope these suggestions inspire you in your important work with people.

Scan the QR code or [click here](#) to download.

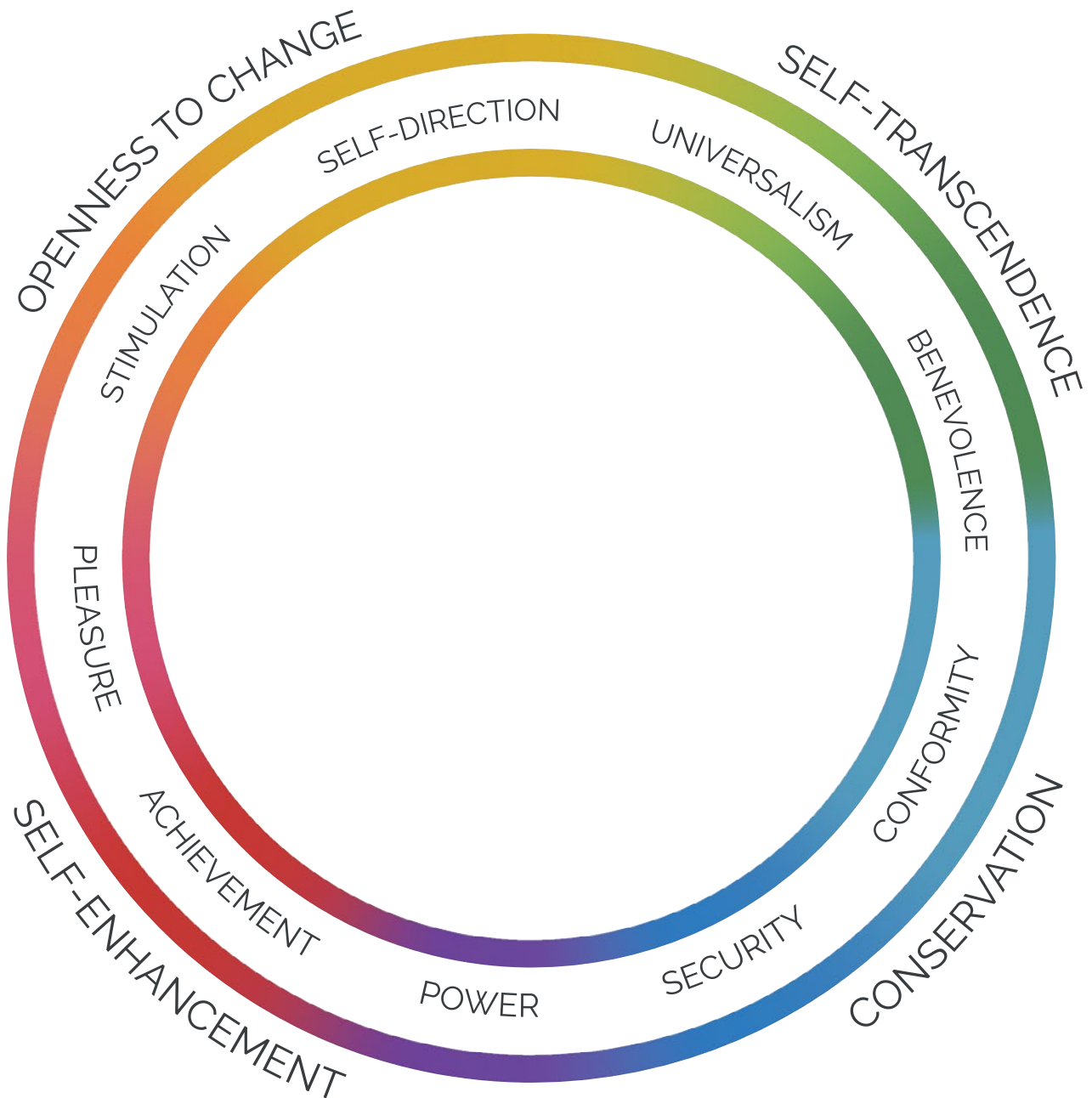
## Read more about values



Scan the QR code or click the link below to read [An Overview of the Schwartz Theory of Basic Values](#) by Shalom H. Schwartz

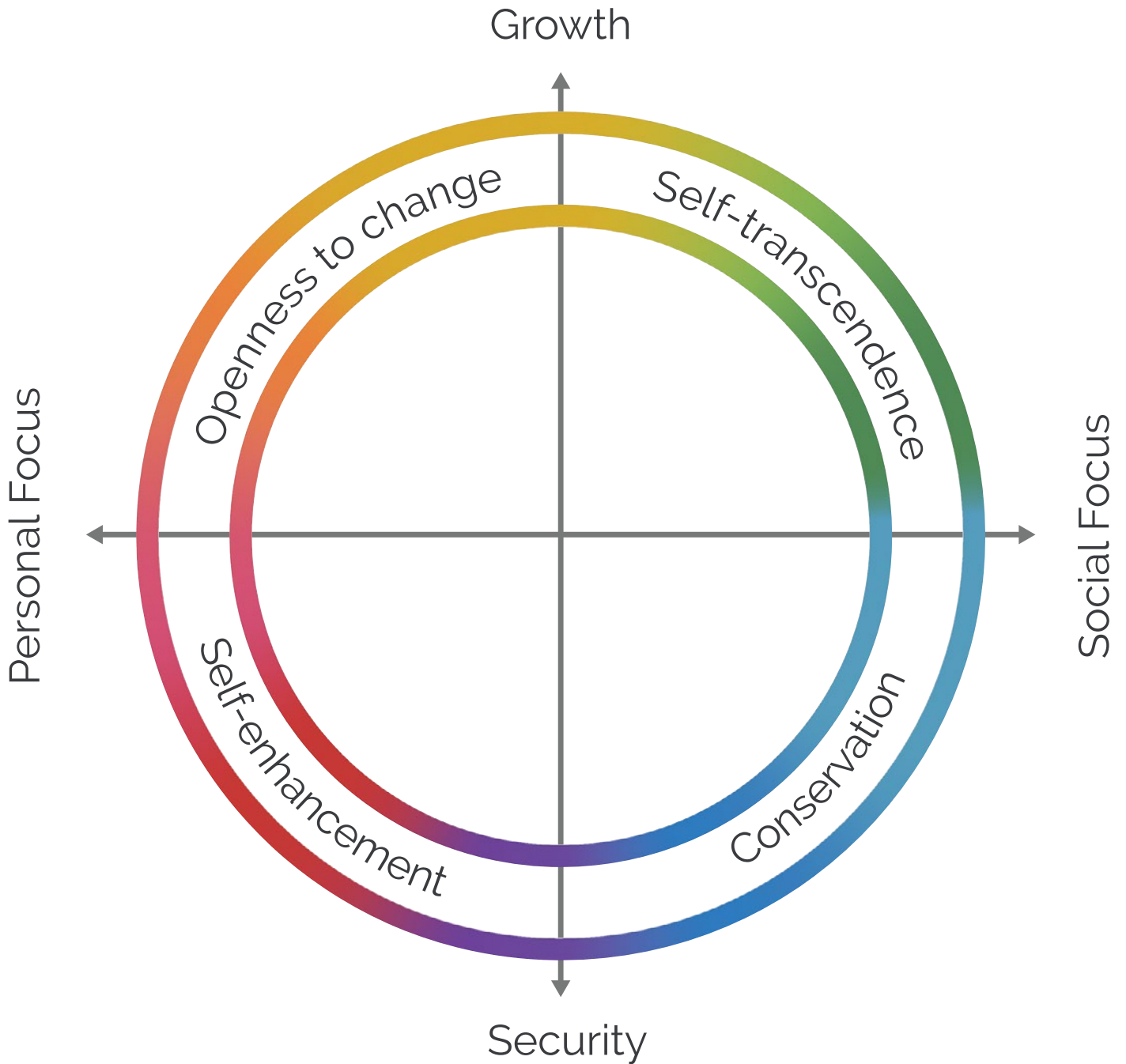
# THE VALUES WHEEL

To give an overview of the values, their categories and color representations.



# THE VALUES GRID

To mirror value priorities, focus and general motivation.



# VALUES LIST

## OPPENNESS TO CHANGE

### Stimulation

Variety  
Courage  
Adventure  
Personal Growth  
Artistic Expression  
Craftsmanship  
Innovation  
Passion

### Self-Direction

Curiosity  
Flexibility  
Creativity  
Freedom  
Independence  
Proactiveness  
Fulfilment  
Entrepreneurship  
Meaning in Life

## SELF-TRANSCENDENCE

### Universalism

Peace  
Knowledge  
Wisdom  
Nature  
Fairness  
Justice  
Happiness  
Patriotism  
Idealism  
Beauty  
Equality  
Spirituality  
Logic

### Benevolence

Compassion  
Honesty  
Generosity  
Trust  
Friendship  
Respect  
Responsibility  
Stewardship  
Making a Difference  
Integrity  
Empowerment  
Righteousness  
Forgiveness

## SELF-ENHANCEMENT

### Pleasure

Fun  
Sensuality  
Humor  
Joy  
Materialism  
Individualism

### Achievement

Achievement  
Competence  
Accuracy  
Efficiency  
Intelligence  
Self-discipline  
Perseverance

### Power

Ownership  
Prestige  
Influence  
Competition  
Ambition

## CONSERVATION

### Security

Privacy  
Financial Stability  
Family  
Well-being  
Caution  
Heritage  
Faith  
Thriftiness  
Social Order  
Balance  
Sustainability  
Culture

### Conformity

Belonging  
Loyalty  
Pragmatism  
Teamwork  
Community  
Obedience  
Reliability