

What's important to you?

Values are the things that are important to us.

World Values Day challenges us to think about our most important values and to act on them. By putting them into action each and every day, we can change our lives and change the world we live in for the better. This is the World Values Day call to action!

World Values Day – 20th October 2016

#WorldValuesDay

www.worldvaluesday.com

A woman with long dark hair, wearing a white long-sleeved shirt and a patterned gardening glove, is smiling and holding a small potted plant. The background is a warm, yellowish-gold color, suggesting an outdoor setting. The text 'Making a difference' is overlaid in white on the image.

Making a difference

1. What are values?

Values are what make us who we are. They are the compass guiding everything we do - our choices and our actions. When we lose touch with that compass, we can take the wrong turn. It's the same for our families, for our communities, in every country in the world. Our values show us the way.

Values are the things that are important to us, the foundation of our lives. They guide our choices and behaviours and influence our emotions.

Values are the core of who we are. They are our motivators, our drivers, the passion in our hearts, the reason we do the things we do and feel the way we feel.

2. Why are values so important?

Values are the fundamental things we need to be present in our lives for us to feel happiness, satisfaction and fulfilment. If we are awake to our values they help us to grow, to balance our emotions, and to be spiritually and physically healthy.

Values help us to make better choices in life, develop healthy patterns of behaviour, and form and maintain meaningful personal relationships. With values we know where we are going, we take responsibility for our actions, we are motivated and empowered.

When we forget or ignore our values we easily get confused, unhappy, and frustrated. We may feel anxious, negative, unworthy, and make poor decisions and life choices. We can become difficult to get along with, self-destructive and drawn to conflict.

Growth

3. How do values change the world?

We can all forget our values or sometimes just ignore them – often when we need them most. Then we find ourselves somewhere we really don't want to be.

But there is a wider impact when we forget our values. If we don't live our values to the full in our lives, then the communities we live in won't live those values either. If our communities don't reflect our values, then the wider world won't reflect them either. And so it won't be a world we want to live in, where we can be fulfilled and happy.

So if we want to change the world for the better, then we have to change the behaviours that currently make our world go round. And the only way to do that is for all of us to live our own values to the full every day in everything we do.

4. How can I find my values?

Your values are deep within you, so take some time to reflect and discover them.

Here is one way to find your values and decide which are the most important ones for you. Please look at the list below.

First tick the box opposite the 10 words in the following table that best describe **your existing values**. **Not those you would like to have, or feel you should have, but those that really resonate with you.**

Once you have selected 10, then you should next reduce these to your top 5. This two-step process will help you to appreciate how some values are more essential to you than others. Then put the 5 values in order of importance from 1 to 5, with 1 being the value which is most important to you.

- | | | | |
|--------------------------------------|---|---|--|
| <input type="radio"/> acceptance | <input type="radio"/> creativity | <input type="radio"/> humility | <input type="radio"/> quality |
| <input type="radio"/> accountability | <input type="radio"/> decency | <input type="radio"/> independence | <input type="radio"/> recognition |
| <input type="radio"/> achievement | <input type="radio"/> dependability | <input type="radio"/> inner strength | <input type="radio"/> reliability |
| <input type="radio"/> adaptability | <input type="radio"/> development | <input type="radio"/> innovation | <input type="radio"/> resourcefulness |
| <input type="radio"/> appreciation | <input type="radio"/> dignity | <input type="radio"/> integrity | <input type="radio"/> respect |
| <input type="radio"/> authenticity | <input type="radio"/> efficiency | <input type="radio"/> kindness | <input type="radio"/> responsibility |
| <input type="radio"/> balance | <input type="radio"/> empathy | <input type="radio"/> knowledge | <input type="radio"/> security |
| <input type="radio"/> being valued | <input type="radio"/> empowerment | <input type="radio"/> listening | <input type="radio"/> sense of purpose |
| <input type="radio"/> belonging | <input type="radio"/> environmental awareness | <input type="radio"/> love | <input type="radio"/> service |
| <input type="radio"/> calmness | <input type="radio"/> equality | <input type="radio"/> loyalty | <input type="radio"/> sharing |
| <input type="radio"/> caring | <input type="radio"/> excellence | <input type="radio"/> making a difference | <input type="radio"/> simplicity |
| <input type="radio"/> challenge | <input type="radio"/> fairness | <input type="radio"/> obedience/duty | <input type="radio"/> spirituality |
| <input type="radio"/> cleanliness | <input type="radio"/> family | <input type="radio"/> openness/honesty | <input type="radio"/> stability |
| <input type="radio"/> collaboration | <input type="radio"/> forgiveness | <input type="radio"/> order/control | <input type="radio"/> success |
| <input type="radio"/> commitment | <input type="radio"/> freedom | <input type="radio"/> patience | <input type="radio"/> support |
| <input type="radio"/> community | <input type="radio"/> friendship | <input type="radio"/> peace | <input type="radio"/> team/belonging |
| <input type="radio"/> compassion | <input type="radio"/> fun | <input type="radio"/> perseverance | <input type="radio"/> tolerance |
| <input type="radio"/> competence | <input type="radio"/> gratitude | <input type="radio"/> positivity | <input type="radio"/> trust |
| <input type="radio"/> connection | <input type="radio"/> growth | <input type="radio"/> pride | <input type="radio"/> truth |
| <input type="radio"/> contribution | <input type="radio"/> happiness | <input type="radio"/> productivity | <input type="radio"/> variety |
| <input type="radio"/> cooperation | <input type="radio"/> harmony | <input type="radio"/> professionalism | <input type="radio"/> wellbeing |
| <input type="radio"/> courage | <input type="radio"/> helpfulness | <input type="radio"/> protection | <input type="radio"/> wisdom |

My most important values:

1.
2.
3.
4.
5.

You can now enter your no.1 most important value to the form in the 'Join In' section of our [Home Page](#) and see it added to our **Values Word Cloud**.



Collaboration

5. Now act on that value!

Values are for acting on! Do something NOW that brings that value powerfully to life. Something challenging, creative, and maybe even **fun**. Decide that from now on consciously acting on your values is part of your life. Do your bit to change the world.

You don't have to wait until World Values Day itself to start acting on your value. **Start today**, and keep on doing it all the way through to World Values Day and beyond.

Here are some ideas to start you thinking. Let's say you chose the value of **Kindness**. You could put the value into action immediately by helping others as you travel, letting someone else take the last seat on the bus or train, or offering your place in a queue to someone whose need is more urgent than yours, or holding a door for someone struggling with bags or a buggy.

Maybe you chose the value of **Appreciation**. You could decide to smile and thank everyone who does something for you that day (and every day), including the person who serves you in a shop, or the person who smiles at **you**. You could write notes of gratitude to family and friends by posting on their Facebook timelines or tweeting about your great customers or suppliers.

Or you might have chosen the value of **Responsibility**. You could act on this value by examining all the choices of food and drink that you make and stop buying coffee or vegetables which are not produced by a company paying fair wages, or in a sustainable way. You could seek out the most responsible suppliers of your favourite things and switch to them, or even go a step further by inviting family and friends to do the same. This is how change happens.

Compassion

6. Share what you have done

Share what you've done with the world on Facebook, Twitter or Instagram or email us at info@worldvaluesday.com. Use words, photos, video clips. Whatever works best for you.



Find us on Facebook
www.facebook.com/ValuesDay



Find us on Twitter
twitter.com/ValuesDay



Find us on Instagram
www.instagram.com/valuesday/

We would love to hear about what value or values matter most to you. Use #WorldValuesDay on Instagram or Twitter, or make a public post while tagging us on Facebook.

Want to make a great change? Become a values activist! Join our mailing list and start tagging your friends and family with #WorldValuesDay - or yes, in real life. You'll probably be amazed by the conversations and connections this starts.

7. Pass on the challenge

Challenge at least one friend, family member or colleague to choose their own most important value, act on it, share it, and then pass the challenge on again to **their** friends. Let's change the world together!



Trust

8. Groups and organisations

We would love groups of people of every kind to put values into action in the run-up to World Values Day and/or on the Day itself (no need to wait for the Day, do it as soon as you can).

Any kind of group or organisation can do this. It could be people working together in offices, in shops, in hospitals, in educational establishments, in social clubs - wherever people spend time together.

Managers and leaders will discover that mobilising their team to join together to examine their shared values and to put them into action is a powerful way for organisations to strengthen vital relationships. Involve your colleagues, customers, suppliers and all your other stakeholders.

Members of a participating organisation can select the value or values that are most important to their organisation. They can then work together to put those values into action in challenging, creative and fun ways. They can do this as part of their normal daily activities, or find time to do it as a special exercise. There are lots of imaginative and effective ways of doing this.

Members can put the values into action individually, but it is best if it is done as a team with all members joining together to live their chosen values to the full.

For instance if the chosen value is **Cooperation**, everybody in the office (or club, or school, or department) could spend their lunchtime doing a blitz clean-up of all the litter in the local park. You could explain to anyone passing what you are doing, and why. One of you might take video footage on a mobile, including the reactions of the passers-by.



Appreciation

8. Groups and organisations (continued)

Make some time to really notice how things go in your community. Spot something that could be improved and suggest to your friends and neighbours that you work together to find a solution – it could be as simple as seeing that certain people up and down your street struggle to get their wheelie bins to the kerb for collection or are out of the house all day so their bins get left for hours blocking the pavement... With a bit of cooperation these kinds of problems can be solved.

Or if the chosen value is **Making a Difference** you could all decide to perform at least one unexpected act of kindness each day to a colleague or a customer or a member of the public.

You could do some research in your place of work or study to find out what problems people are encountering that they would like help with. Mobilise the collective wisdom of your team to solve those problems or just help everyone cope with them better.

Whatever you decide to do, try to discuss it afterwards with all your colleagues, noticing the impact of the action on the recipients and on all of you, and reflect on how the practice of your values could be embedded in the daily life of the organisation and its members.

Then please share what you have done with the world by posting on our [Facebook](#), [Twitter](#) or [Instagram](#) pages or by emailing us at info@worldvaluesday.com using #WorldValuesDay.



Creativity

9. Schools

There are many different ways to celebrate World Values Day by helping children bring their values to life. Here are some ideas for activities that could take place on the Day or during the run up to the Day:

Taking pride and responsibility for the school environment – by picking up rubbish in and around the school, or by tidying common areas, class rooms and equipment, the school garden, and playing areas.

Having a Values Day/ Values Week – children discuss values (this can be incorporated with planned autumn term topics) including how they can put them into action in school, at home and in the community. The whole school could action one value per day, such as respect, kindness, or teamwork.

Values activities incorporated in assemblies – deliver an assembly around a particular value; children can compose and perform a values song(s), write and perform a values skit, or write and read out a values poem or story.

Values and art – children illustrate values in drawings and paintings and these are displayed around the school and/or posted on the school website.

Take values into the community – children tidy and clean up a local play area or park or other local site, or visit a retirement home and talk to residents or do a short performance such as a song or skit, or read poems and short stories.

A man in a black t-shirt and shorts is performing sit-ups against a stone wall. The word "Perseverance" is overlaid in large white text on the image.

Perseverance

9. Schools (continued)

Please do contact us at info@worldvaluesday.com if you need more good ideas or any other information.

Please then **share** what you have done with the world by posting on our [Facebook](#), [Twitter](#) or [Instagram](#) pages or by emailing us at info@worldvaluesday.com using #WorldValuesDay, **but please take care not to publish any photographs or personal information about children without receiving the appropriate parental permissions.**

What's important to you?

About World Values Day

World Values Day is a chance to think about our most deeply held values and to act on them. If we are aware of our values and put them into action each and every day, we can change our lives and change the world we live in for the better. This is the World Values Day call to action!

Please join us and register your interest in one of the many values-related activities that will be taking place - from 1st October 2016 right up to World Values Day on 20th October 2016.

Let's show the world just how valuable living our values can be.

Get in involved



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info@worldvaluesday.com

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