



Values Guide for Individuals

What's important to you as an individual?

**Values are the things that are
important to us.**

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

This is the World Values Day call to action!

World Values Day – 19th October 2017

www.worldvaluesday.com

#WorldValuesDay

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.

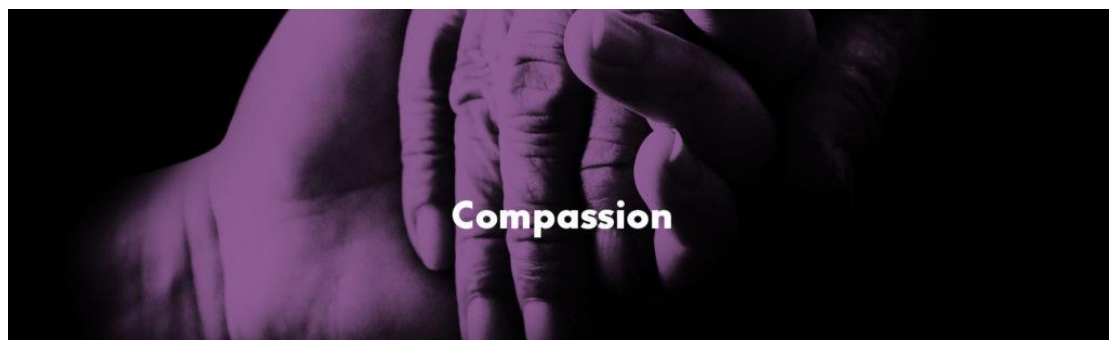


2. Why are Values so important?

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.



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. 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 may be buried deep within you, but with some reflection you will be able to locate 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 (print it out if you are looking at it in a digital version). For more help to understand your values, please visit the website for books, coaching and online tools <https://www.worldvaluesday.com/tools-and-resources/>

First tick the box opposite the 10 words in the following table that best describe **your existing values; what is truly important to you and needs to be present in your life for you to feel fulfilled. Do not select values you would like to have, or feel you should have, but those that really resonate with you.**

Once you have selected 10, 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.

Personal Values

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

**If a value is important to you and not listed, please add it here.*

My most important values: 1.....
 2.....
 3.....
 4.....
 5.....

You can now enter your no.1 most important value in the Home Page of www.worldvaluesday.com and see it added to our Values Word Cloud.



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 begin...



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.

To make this easier why not download and print out our "I Value" template from the website <https://www.worldvaluesday.com/values-challenge-for-individuals/> and use it in a photo or video clip to share your top value and what action you are taking to honour that value.

Find us on Facebook www.facebook.com/ValuesDay

Find us on Twitter www.twitter.com/ValuesDay

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

Email us at info@worldvaluesday.com

Share what you've done with the world!

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!

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, talk to them in real life. You'll be amazed by the conversations and connections this starts.



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 2017 right up to World Values Day on 19th October 2017.

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

Get involved!

#WorldValuesDay

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