



Values Guide for Individuals

What's important to you as an individual?

Values are the things that are important to us as individuals and when we are members of groups - such as local clubs, youth groups, women's groups, sports clubs, volunteer groups.

World Values Day challenges us to think about our most important values and to act on them. This year our focus is on putting our values into action in our communities. By putting them into action each and every day we can change ourselves, the communities we belong to, and the whole world for the better

This is the World Values Day call to action!

World Values Day – 18th October 2018

www.worldvaluesday.com

#WorldValuesDay

1. What are Values?

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 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 at the core of our being. 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 for us?

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. Can Values really 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; the 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 on the next page (print it out if you are looking at it in a digital version).

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.

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

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

5. Now put those values into action in your community!

Values are for acting on. This year World Values Day is focusing on putting our values into action in the communities we belong to.

Most of us belong to a number of communities. We belong to communities where we live, or study or work. We may also belong to a community based on faith, a sport or some other common interest. Or it could be a virtual community. It is up to you which community you choose.

Just think about which one of your top values is the most important value for that community. Then think of something that brings that value powerfully to life. Something challenging, creative, and fun.

It can be something that you do on your own. Or maybe you can get friends, colleagues or other members of the community to join you. You can even start a campaign!

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 **Respect**. You might put respect for the environment into action by spending a little time (a lunch hour?) clearing up litter from a local park or some other local litter black spot. You could ask friends or colleagues to join you, your example will inspire others! Remember always to recycle.

You might have chosen **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.

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 begins...

If you intend to form or join a group to put your values into action in the community, have a look at the Values Guide for Community Groups for more ideas on what groups might do on World Values Day. There are also guides available for Organisations and Schools. These guides can all be downloaded at <https://www.worldvaluesday.com/values-challenge/>

6. Please share what you have done

Share what you've done with the world on Facebook, Twitter or Instagram. Feel free to make your post as creative as you like! Use words, photos, video, gif or boomerang. Whatever works best for you.

And why not take a selfie with friends using the [“We Value Template”](#) and share on social media using #WorldValuesDay.

Find us on Facebook www.facebook.com/ValuesDay

Find us on Twitter twitter.com/ValuesDay

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

Find us on YouTube <http://bit.ly/2uANxYp>

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Share what you've done with the world!

Let's do this together!



Please join us and register your interest in one of the many values-related activities that will be taking place - from 1st October 2018 right up to World Values Day on 18th October 2018.

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

Get involved!

#WorldValuesDay

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