



Values Guide for Individuals

What's important to you as an individual?

Values are the things that are important to us as individuals and as members of families, groups, organisations and communities.

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.** Putting them into action each and every day will have a powerful impact on our own wellbeing, the wellbeing of the groups and communities we belong to, and the wellbeing of the whole world.

This is the World Values Day call to action!

World Values Day – 15th October 2020

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 immensely powerful! They 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.

Our values guide and shape our lives. When we live in alignment with them, we feel good about ourselves and we are happier, more



purposeful, more fulfilled. If we override them, we get stressed and unhappy. In other words, they are the drivers of our wellbeing – our mental and emotional wellbeing, and to an extent even our physical wellbeing.

3. Can Values really change the world?

There is a wider impact when we forget our values. If we don't live our values to the full in our lives, we will be prone to unhappiness and stress and our wellbeing will suffer, and there will be a ripple effect on our friends and families, on the groups and organisations we belong to, and on the communities we live in. Their wellbeing will be affected too. It will look a little less like the 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 our own behaviours. The best 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

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



5. Now let's put those values into action!

Values are for acting on! This year World Values Day is focusing on acting in line with our values and thus enhancing our own wellbeing and the wellbeing of others. It is about living a more fulfilled and meaningful life.

Think about the values that are most important to you. Are you really living them as fully as you can every day? Which of them are you having trouble with, and not really practicing in your daily life? How does it feel to act in a way that is not in line with your values? Think of how you would feel if you were practicing them fully.

For example: Maybe you have an important value of fairness. Are you really always fair to yourself and others? Or maybe your value is honesty. Is there something that you're not being honest with yourself about? Maybe it is respect. Could you show more respect, more love and care to yourself, as well as others? Who do you need to forgive or be patient with? How is this affecting your wellbeing? Can you see how this may be causing unhappiness.

Think of an action that you can take right now, or very soon, to live that value more fully to make a difference to your own wellbeing and the wellbeing of others. Yes, go do it! Today, tomorrow or as soon as you can.

For example: book a holiday, go for a walk in nature, have that conversation you've been meaning to have, start an exercise class, meditate, pray, pick up that hobby again, book that health check, call that friend, plant some flowers, volunteer...

Here are some more ideas. Let's say you chose the value of **Respect**. You might put respect for the environment into action by spending a little time clearing up litter from a local park or a local litter black spot. Ask friends or colleagues to join you. Be careful how you dispose of the litter yourself and make sure that where possible you send it for recycling.

Or you might have chosen **Kindness**. You could put the value into action 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 begins...

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.

6. Then 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 using the [“I Value...We Value...” template](#) and then it share on social media using the hashtag #WorldValuesDay.

Find us on Facebook www.facebook.com/ValuesDay

Find us on Twitter www.twitter.com/ValuesDay

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

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

www.worldvaluesday.com

Let's do this together!



Why not join in some of the many values-related events and activities that will be taking place from 1st October this year right up to World Values Day itself on 15th October 2020?

Do have a look at some of the events and activities at: <https://www.worldvaluesday.com/events-and-activities/>

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

Get involved!

#WorldValuesDay

www.worldvaluesday.com

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www.instagram.com/valuesday/

YouTube <http://bit.ly/2uANxYp>

