



# Values Guide for Individuals

**What matters most 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. **Our focus this year is on RECONNECTING with ourselves and with the world around us by putting our values into action.**

By acting on our values, we can change ourselves and our whole world for the better.

This is the World Values Day call to action!

**World Values Day – 21st October 2021**

**[www.worldvaluesday.com](http://www.worldvaluesday.com)**

**#WorldValuesDay**

## 1. What are Values?

Values are big ideas that are so important to us that they form the foundation of our lives. Values are immensely powerful! They motivate us, drive our behaviour, ignite passion in our hearts, and explain why we do the things we do and feel the way we feel.

Values are closely connected with our sense of self – they help make us who we are. They serve as a compass guiding everything we do - our choices and our actions. If we lose touch with that compass, we can make a wrong turn. Our values show us the way.



## 2. Why are Values so important for us?

Values are central to our feelings of happiness, satisfaction and fulfilment. If we are awake to our values we can use them to grow, to balance our emotions, and to be spiritually and physically healthy.

Values help us to make better choices, develop healthy patterns of behaviour, and maintain meaningful personal relationships. They are the glue connecting us with others and our communities. Harnessing our values strengthens our sense of knowing where we are going and take responsibility for our actions.

Our values shape our lives. When we live in alignment with them, we tend to be more purposeful and fulfilled. If we are not aligned, we get stressed and unhappy. Recent research shows that even just thinking about our values keeps our neuroendocrine and psychological responses to stress at low levels and helps us to feel content.



### 3. Can Values really change the world?

We human beings are wired to be social animals. We need to connect with others. Interestingly, when we connect with the values of compassion and generosity the chemical response in our bodies spreads a feeling of wellbeing not only to us and those we are connecting with, but even to anyone looking on. A positive ripple spreads out.

Similarly, when we don't live our values to the full in our lives, our own wellbeing suffers and there is a ripple effect on our friends and families, and on our groups, organisations and communities.

For a better world we need to live our values to the full, connecting authentically and compassionately through our values with ourselves and others in everything we think, say or do.



### 4. How Can I Connect to My Values?

Your values exist deep within your unconscious, but with some reflection, through conversation, or by using a tool, you will be able to find them.

Here is one way to explore your values and determine 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 boxes opposite the 10 words in the following table **that best describe your existing values, those that are most important to you and need to be present in your life for you to feel fulfilled.**

**This is not about values you would like to have, or feel you should have. It is about the values 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.....



**If you would like to dig a little further into the values you have chosen at this point, here is a further step you might take to deepen your sense of those values:**

- Think about how each value feels to you and where/when/with whom you live that value. How does the idea represented by the value actually shape your behaviour and inform your decisions?
- Then write one or two lines of description for each value: what does it mean to you or for you as you live your life. Now you have put some flesh on their bones, it is going to be much easier to put those values into practice.

## **5. Now let's put those values into action and RECONNECT!**

So start by identifying a value that really matters to you, one that motivates and guides you through life. Think about how you connect to that value and how fully you truly live it, both in relation to yourself and to those around you.

Now think about how you currently live that value in relation to a particular person, a group or cause. It might be a member of your family, a colleague or group of colleagues, or a cause dear to your heart. Or somebody that you don't really know, but feel you'd like to make a connection with. Maybe people you see every day at a coffee shop, on a train or in a park - someone you wouldn't normally connect with.

Is there a way you could express that value through some positive action that involves or connects with them? Is there something you could do better or differently in relation to them? Think of how you would feel if you were putting that value fully into action with them. Think of how they might feel.

**For example:** maybe your important value is **Kindness**. You could put the value into action and (re)connect with others by doing some unexpected act of kindness at home, at school or at work, or by letting someone else take the last seat on the bus or train, or by offering your place in a queue to someone whose need is more urgent than yours, or by holding a door

for someone struggling with bags or a buggy, or by buying someone a cup of tea, or by just smiling at someone who looks tired or harassed.

Or perhaps you chose the value of **Appreciation**. You could decide to connect with others by smiling and thanking 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 maybe your top value is **service, helpfulness, community** or **making a difference**. You might decide to connect with others by volunteering some of your time to a local organisation that helps people in need in your community, or you could help out at a local hospital or care home, offer to be a reading volunteer at a local school, or go online to give your professional or IT expertise to charities and not-for-profits who need specific kinds of help.

If you chose the value of **Respect**, you might express your respect and connection with the natural environment in your area by joining with friends or colleagues in clearing up litter from a local park or river, or some other litter black spot, being careful how you dispose of the litter collected and trying where possible to send it for recycling.

If you chose **harmony, peace, sharing** or **collaboration** as your value, you might use those values to reconnect with friends you haven't seen for a while because of Covid-19, through an online (or offline, if that's permitted where you are) mindfulness or meditation session. Or by having a quiet cup of tea or coffee with them with each of you sharing something that is particularly important to you at that moment.

Or perhaps you chose the value of **Responsibility**. You could reconnect with 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 connecting with your family and friends and inviting them 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 and reconnecting with yourself and others. 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 or are intending to do 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 (find this at <https://www.worldvaluesday.com/value-templates-download/> ) and then it share on social media using the hashtag #WorldValuesDay.

Find us on Facebook [www.facebook.com/ValuesDay](http://www.facebook.com/ValuesDay)

Find us on Twitter [twitter.com/ValuesDay](http://twitter.com/ValuesDay)

Find us on Instagram [www.instagram.com/valuesday/](http://www.instagram.com/valuesday/)

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

[www.worldvaluesday.com](http://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 1<sup>st</sup> October this year right up to World Values Day itself on Thursday 21st October 2021?

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**

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[www.facebook.com/ValuesDay](http://www.facebook.com/ValuesDay)

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