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The Values Analysis

You can find lots of different values analyses from a wide variety of sources. The following is a set of values we've cobbled together over the years. If the language used here doesn't resonate with you, an internet search for "Values List" or "Personal Values" will yield hundreds of alternatives. Feel free to add other values that may not appear on this list. For your convenience, you'll find the steps for completing this exercise at the end of the list.

Our Values List:

- a. Achievement
having a sense of accomplishment in one's work
- b. Advancement
gaining opportunities for growth from work well done
- c. Adventure
opportunities to take risks
- d. Affection
working in a caring environment
- e. Affiliation
prestige gained from association with a particular organization
- f. Appreciation
working with clients or peers who demonstrate appreciation for your contributions
- g. Challenging Problems
engaging with complex questions, trouble-shooting and problem-solving as a core part of your work
- h. Change & Variety
having work responsibilities frequently change in content and/or setting
- i. Close Relationships
spending time with or searching for a significant other
- j. Community
living in a place where you know your neighbors and can be active in local activities
- k. Competence
exhibiting areas of skill and expertise as part of your daily work
- l. Competition
engaging in activities that allow you to pit your skills against others
- m. Cooperation
working with others in a team environment
- n. Creative Control
having decision-making power over the outcome of creative projects

- o. Creative Satisfaction
producing work that fulfills your creative vision
- p. Creativity
finding new solutions or approaches, not having to follow a format developed by others
- q. Decisiveness
having the ability to make and act on decisions quickly without oversight
- r. Economic Security
having consistent earnings, not having significant fluctuations in earning potential.
- s. Effectiveness
the ability to get things done independently or when working with others
- t. Efficiency
not wasting time or other resources
- u. Ethical Practice
not having to engage in unethical behavior, being around people who are open and honest.
- v. Excellence
setting and meeting high standards
- w. Excitement
experiencing a high level of stimulation, novelty and/or drama on the job
- x. Fame
recognition from others within the field or within a broader community
- y. Fast Pace
working in circumstances where speed is of the essence
- z. Friendships
spending time with the people most important to you
- aa. Having Children
ability to both afford children financially and have adequate time to spend with them.
- bb. High Earnings
ability to have a high level of disposable income
- cc. Growth
opportunities to advance financially and/or through increased job responsibilities
- dd. Helping Others
involvement in helping people directly or indirectly
- ee. Helping Society
contributing to the betterment of the world
- ff. Independence
ability to determine work practice without significant direction from others
- gg. Influencing Others
being in a position to affect the attitudes and opinions of other people
- hh. Intellectual Status
being regarded as well-informed, achieving expert status
- ii. Job Tranquility
avoiding the "rat race" in job role and work environment

- jj. Knowledge
engaging in the pursuit of knowledge, truth and understanding
- kk. Leadership
ability to unite other people to accomplish a common goal
- ll. Market Position
prestige gained through association with a particular client base
- mm. Meaningful Work
opportunities to engage in work that has value beyond earnings
- nn. Moral Fulfillment
feeling that your work is contributing to ideals that you value highly
- oo. Order
having tranquility, stability and conformity in one's work life
- pp. Power and Authority
having the ability to control the work activities and/or destinies of others
- qq. Precision Work
engaging in tasks requiring exact specifications and careful, accurate attention to detail
- rr. Profit Gain
having the strong likelihood of accumulating wealth through ownership or profit-sharing
- ss. Public Contact
having a lot of day-to-day contact with people
- tt. Recognition
respect from others, status
- uu. Reputation
being known for providing a high level of work, service, etc.
- vv. Respectful Treatment
working with clients who treat you with respect and appreciate the unique value you offer.
- ww. Security
confidence that one will be able to earn an adequate living and take care of basic needs
- xx. Stability
having a work routine that's largely predictable and not subject to frequent change
- yy. Strong Work Relationships
working with people who you like or whose company you enjoy
- zz. Time Flexibility
ability to set one's own hours or schedule
- aaa. Working Alone
ability to complete work without contact with others
- bbb. Working with Others
ability to interact with others on a daily basis
- ccc. Working under Pressure
work environments where there is little margin for error

The Exercise:

1) Divide each of the Values on your list into one of these 3 categories: Always Valued, Sometimes Valued and Never Valued.

You can just mark AV, SV, etc. right next to each value on the page or create 3 separate lists, one for each category. Take whatever approach will help you wrap your head around the information you're discovering about yourself the most easily.

2) Look at your Always Valued and Sometimes Valued lists and identify the 10 values that are most important to you.

Yes, all 10 won't necessarily be on your Always Valued list. For many people, things that only matter sometimes, still really matter when they come into play. (For example, I don't require that every single thing I do be meaningful but I'd be unwilling to eliminate Meaningful Work from my top 10 list.)

3) Go back to your complete Values List and identify the 10 values that actually hold top priority based on your current lifestyle.

How does that list compare to the one you made in step 2? What new values would you like to see become greater priorities in your life and career?

4) Take the 10 values that are most important to you and prioritize them using a decision matrix.

It's important to understand your values at this level. Let's say that your top 10 includes Financial Stability, Creative Work and Respectful Treatment. Well, if I waved a magic wand and said "You can get one of those but it means losing the other two" which would you choose? Knowing the answer to that question will help you make better decisions.

5) Bring your life, business and career into alignment with your core values.

What steps can you take to bring these values into your lifestyle in a way where your decisions reflect the priority level of each value? Make a list of actions broken down into simple achievable tasks. Assign realistic deadlines. Remember change is hard so pick one thing and master it before tackling the next.

6) Periodically review your Values List and update your Values Matrix.

Over time, our priorities and expectations change. Sometimes a pivotal event like getting married or having a child will cause a radical shift in our perspective. Simply gaining experience over time cause changes that may occur more slowly but can be just as dramatic.

7) Use what you learn

Perhaps the most important aspect of the Values Analysis is using it as a tool. As you face major decisions - or even some minor ones - revisit your Values Matrix and explore how this decision fits in with your priorities.