

# People Biz, Inc.

## VALUES TOOL

Identifying your personal values is an important part of a successful plan. In this context, the word “value” refers to how you feel about your personal life itself and the contribution it makes to society. Most people who pursue a life that is congruent with their values feel satisfied and successful.

Values can be divided into two functional categories. **Intrinsic** values are those that relate to a specific interest in the activities of life itself, or to the benefits that the life contributes to society. **Extrinsic** values relate to the favorable conditions that accompany a personal choice, such as environment, earning potential, relationships and other external features. Most people, in order to feel truly satisfied in their life, must find some personal intrinsic value in it.

*Values are the principles, beliefs and attitudes that guide your decisions, actions and behaviors. When you are not in alignment with your values, when you act in a way conflicting to your core beliefs, your life does not flow easily - you seem to struggle with almost everything.*

### Know your values - direct your life!

#### List of Values:

- |                     |                 |                    |
|---------------------|-----------------|--------------------|
| Accomplishment      | Charity         | Duty               |
| Achievement         | Clarity         | Eating             |
| Activity            | Close friends   | Economic security  |
| Admiration          | Club membership | Education          |
| Advancement         | College degree  | Employment         |
| Advantage           | Comfort         | Endurance          |
| Adventure           | Commitments     | Energy             |
| Advocacy            | Competition     | Enjoyment          |
| Affection           | Conformity      | Enterprise         |
| Affluence           | Connections     | Entertainment      |
| Age                 | Conservation    | Entrepreneurship   |
| Ambition            | Consistency     | Environment        |
| America             | Control         | Equality           |
| Appearance          | Cooperation     | Equal opportunity  |
| Art appreciation    | Country         | Eternal life       |
| Artistic expression | Country focus   | Exciting life      |
| Athletics           | Country living  | Exercise           |
| Authenticity        | Crafts          | Experience         |
| Authority           | Creativity      | Experimentation    |
| Autonomy            | Credit          | Faith              |
| Beauty              | Culture         | Fame               |
| Belonging           | Decisiveness    | Family             |
| Brotherhood         | Dining Out      | Family orientation |
| Business            | Discipline      | Family security    |
| Career              | Docility        | Flamboyance        |
| Caring              | Dominance       | Free choice        |
| Challenge           | Drama           | Freedom            |

Free time	Life insurance	Reputation
Friendship	Literature	Respect
Frivolity	Love	Respectfulness
Fun	Lover	Responsibility
God's will	Loyalty	Retirement
Golden rule	Managing	Rewards
Good income	Mastery	Riches
Goodness	Materialism	Satisfaction
Gracious living	Maturity	Schedule
Guiding	Meditation	Security
Happiness	Mentoring	Self-expression
Healing	Metaphysics	Self-reliance
Health	Military	Self-respect
Health insurance	Millions	Self-satisfaction
Helping others	Modesty	Service
High standards	Money	Sincerity
Holiness	Morality	Social life
Home	National security	Social power
Honesty	Neatness	Social recognition
Honor	New car	Social relations
Hope	Nonconformity	Space
Humility	Nurture	Spirituality
Humor	Obedience	Sports
Imagination	Order	Stability
Improving society	Outdoor life	Stamina
Impulse	Ownership	Standing up for beliefs
Income	Participating with Others	Status
Independence	Patience	Stimulation
Individualism	Peacefulness	Suburban focus
Industriousness	Persistence	Suburban living
Influence over others	Personal development	Success
Inner direction	Philanthropy	Survival
Inner guild	Philosophy	Taking risks
Inner harmony	Play	Teamwork
Innovation	Pleasure	Technique
Insurance	Politics	Tenacity
Integrity	Possessions	Tradition
Intellectual stimulation	Power	Tranquility
Interpersonal relations	Process	Travel
Intimacy	Production	Trust
Involvement	Professionalism	Truthfulness
Joviality	Prosperity	Urban focus
Joy	Psychic power	Urban living
Lack of pretense	Reading	Wealth
Laughter	Rebellion	Welfare
Leadership	Recognition	Well-being
Leisure	Religion	Winning
Life	Religious beliefs	

Pick your Top 15 Values from the list. Then drill down to your Top 5 by asking yourself the question, “Is this value more important than the one above?” Then list benchmarks for how you would know you are expressing this value 100% in the world.

**Top 15 Values...**

1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

**Top 5 Values...**

**Rate where you are now with expressing this value**

1			
2			
3			
4			
5			

**Benchmarks for Top 5 - Specific Results**

1	
2	
3	
4	
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6	

1	
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