

Creating Impact and Retention with Core Values

Our Basic Needs

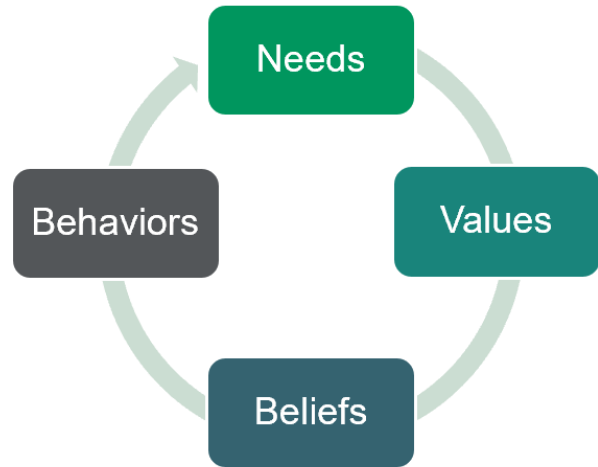
Self-Determination Theory identifies three basic needs we all share:

- Autonomy – living true to yourself; in charge of your own life
- Competence – contributing to positive outcome
- Relatedness/Connection – feeling we belong and are connected to others

Our Basic Needs

To meet my needs:

- I have a set of **values**
- based on my **beliefs** about the world
- that help me choose my **behaviors** every day
- to ultimately satisfy my basic **needs**.
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Values Drive All Our Behaviors

Consider the toothpaste you buy:

- Do you just buy whatever or a specific brand?
- What is it about that toothpaste that makes you buy it?
- What makes those characteristics so important to you?

Our Theory

Core & Acquired values coexist within each of us!

We are driven by RIVAL value systems

- Unless we are aware of the rivalry, external forces push us toward our acquired values
- Prioritizing acquired values ahead of core values leads to lower levels of psychological well-being!

Competing Sets of Values

Core Values

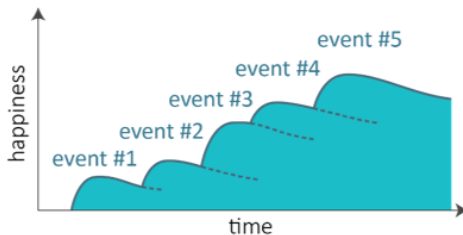
- Inherent; part of your Psychological DNA
- We act on them without extrinsic influence or rewards
- Can make time disappear & provide energy & joy when we act on them
- What you need to be successful

Acquired Values

- Absorbed from our environment
- Serve as social standards on how to act, our attitudes & how to judge ourselves
- Accepted as how we “do well in life”
- What others tell you you need to be successful

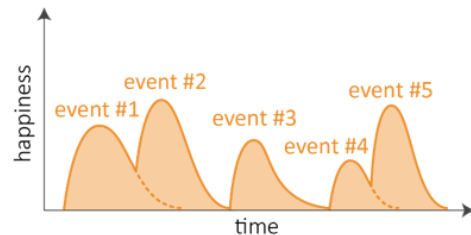
Values and Happiness

CORE VALUES



- Events rooted in our core values unlock our **intrinsic motivation** & create deep satisfaction
- You get happier & happier over time

ACQUIRED VALUES



- Events rooted in our acquired values give us intense, but short spikes of happiness
- You are living in through many peaks & valleys



Clustered Values List

Achievement/Accomplishment/Triumph
Adventure/Action/In the moment
Attractiveness/Appearance/Desirability
Awareness/Clarity/Wisdom
Challenge/Competition/Ambition
Cheerfulness/Bliss/Happy spirit
Collaboration/Team/Cooperation
Community/Sharing/Solidarity
Compassion/Empathy/Non-judgement
Courage/Boldness/Non-conformity
Design/Art/Composition
Devotedness/Dutifulness/Compliance
Discipline/Obedience/Tradition
Ecology/Resources/Preservation
Education/Knowledge/Information
Effectiveness/Focus/Productivity
Endurance/Dedication/Persistence
Experience/Exploration/Variation
Expertise/Mastery/Perfection
Open-mindedness/Tolerance/Flexibility
Optimism/Enthusiasm/Energy
Organization/Structure/Order
Planning/Strategy/Control
Politeness/Manners/Correctness
Purpose/Meaning/Faith
Quality time/Harmony/Pleasure
Respect/Reputation/Influence
Responsibility/Reliability/Accountability
Risk taking/Excitement/Daring

Self-alignment/Consciousness/Mindfulness
Self-expression/Individuality/Originality
Service/Caring/Charity
Simplicity/Modesty/Humility
Success/Social recognition/Status
Sustainability/Recycling/Conservation
Teaching/Impact/Progress
Understanding/Acceptance/Receptiveness
Vision/Imagination/Ideas
Fairness/Equality/Justice
Fame/Popularity/Prominence
Family/Legacy/Heritage
Fulfillment/Peace/Positivity
Fun/Humor/Laughter
Generosity/Hospitality/Philanthropy
Genuineness/Foundation/Consistency
Gratitude/Appreciativeness/Insightfulness
Helping others/Support/Input
Honesty/Trust/Truthfulness
Independence/Self-reliance/Confidence
Inner guidance/Inner direction/Intuition
Intelligence/Brilliance/Talent
Joy/Relax/Feeling good
Kindness/Altruism/Humanity
Loyalty/Commitment/Dedication
Money/Wealth/Prestige
Motivation/Guidance/Inspiring
Nature/Environment/Wilderness



State Your Values

Write down 1 -2 values you feel are the MOST IMPORTANT for a happy and fulfilled life!

Use the list to help you or if you already know your values, write down the top 1 or 2.

The Power of Belief

For your Shoulds and Stated Values:

- Write down your most honest belief about those values.
- "I define ____ as.... And if I don't exhibit _____ then..."



The Secret

Most of the time our *Stated Values*...

...are our *Core Values!*

Applying this to Learning

If our Stated Values = our Core Values
And Our Core Values = Intrinsic Motivation

Then the key to sustained retention, and influencing behavioral change is to tap into our learners **Stated Values!**

How Do You Apply this to Learning?

1. Make your icebreaker about values
 - “Share in your groups, your top 2-5 values”
 - Activates the brain’s Reticular Activation System (RAS) to be thinking about values
 - Values are intimate, and can jump start connection and rapport
2. Discuss the values coming up for learners around key learning points or objectives
 - “What is resonating with you and what is challenging you?”
 - What value would you attach to both?”
 - You want the learner to tie their learning into their values
 - How could you infuse the use of Core Values in your life and your next course?
3. End with a plan of how to incorporate the material into their beliefs and behaviors
 - “How does what you learned make you feel in relation to your values?”
 - What behaviors will you stop, start or change based on your learning?
 - How will those behaviors help embody your values?”



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