



imagine

OCTOBER 25-27, 2022

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Creating Impact & Retention with Core Values

Using the Science of Values to Integrate Learning

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Our Basic Needs

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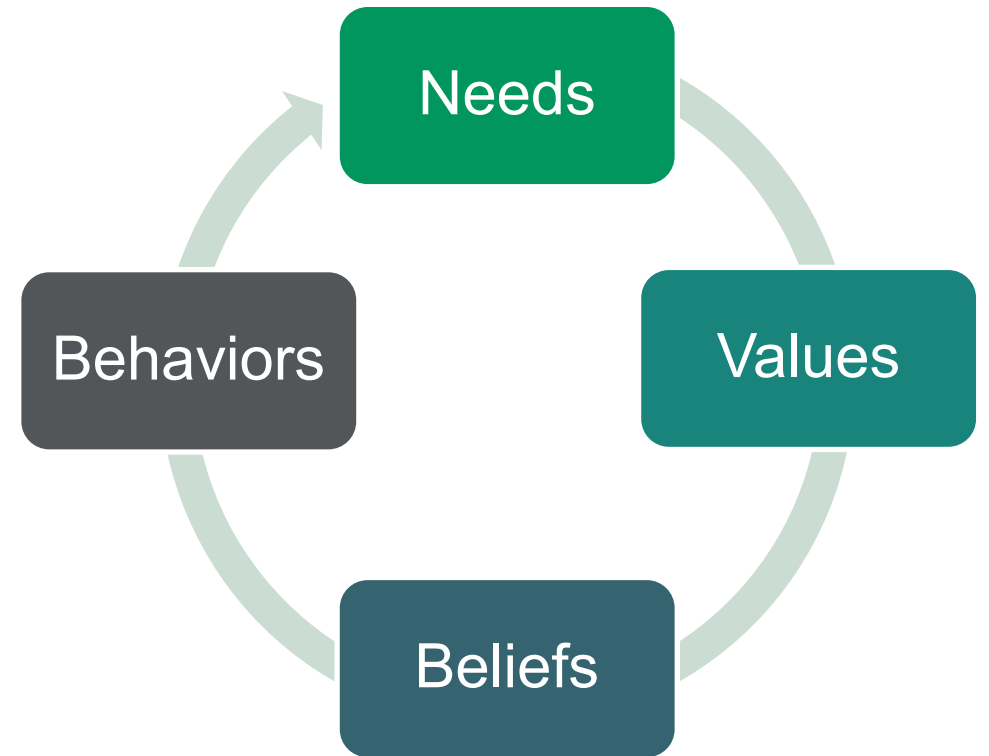
Self-Determination Theory identifies three basic needs we all share:

- **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

Cause & Effect

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.



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

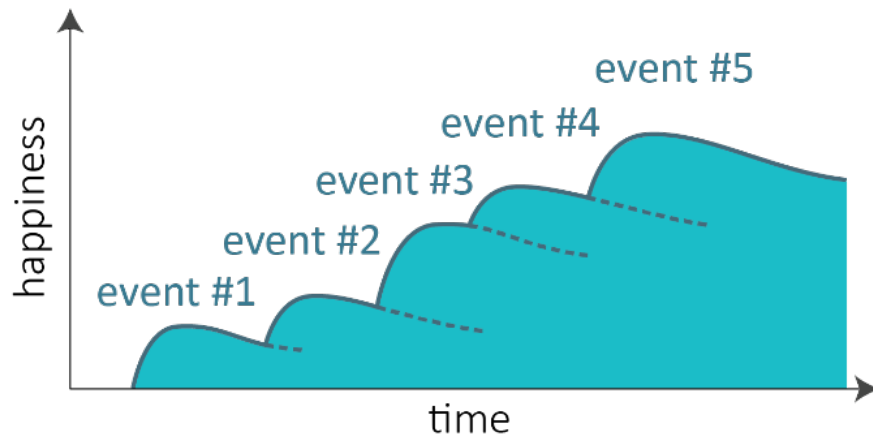
- Inherent; part of your Psychological DNA
- We act on them without extrinsic influence or rewards
- Can make time disappear & provide energy & joy when we act on them
- What YOU need to be successful

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

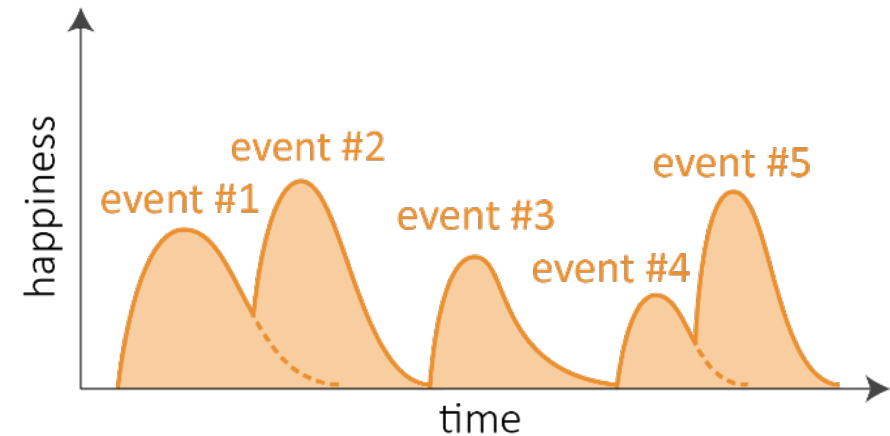
Values & Happiness

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

How *Should* You Be?



- Think for a moment about a *SHOULD* you commonly tell yourself.
 - How *SHOULD* you be or act?
- Now think about the value you attach to that should.
 - You can use the list we gave you to help you come up with ideas but use your word for the value.

State Your Values



- Write down 1 - 2 values you feel are **MOST** important for a happy & fulfilled life!
- **You can use the list to help you -**
 - Scan the list and pick out 1 - 2 words that immediately say to you, these are most important for a happy and fulfilled life.
- **Or if you already know your top 1 or 2 values, write those down**

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...”



Compare the Results

- How are your shoulds and stated values different?
- How do they make you feel in your body, mind and spirit as you read them?
- What else are you noticing about the values?

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?

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



How?

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?

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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?”



Your Challenge – Go Deeper

1. Write down your *Shoulds* and *Stated Values*
 - And the corresponding beliefs
 - Refine that belief to incorporate what you learned today and to ensure it is truly serving you
2. Write down your beliefs about adult learners and education
 - Refine that belief to incorporate what you learned today

Get Creative!



How will you infuse the use of Core Values in your life and your next course?

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Thank You!



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