

Why Values are Important

*When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.
When values are shared, they build internal cohesion in a group.*

Every individual and every organisation is involved in making hundreds of decisions every day. The decisions we make are a reflection of our values and beliefs, and they are always directed towards a specific purpose. That purpose is the satisfaction of our individual or collective (organisational) needs.

There are four types of values that we find in an organisational setting:

Individual values reflect how you show up in your life and your specific needs-the principles you live by and what you consider important for your self-interest. Individual values include: *enthusiasm, creativity, humility and personal fulfilment.*

Relationship values reflect how you relate to other people in your life, be they friends, family or colleagues in your organisation. Relationship values include: *openness, trust, generosity and caring.*

Organisational values reflect how your organisation shows up and operates in the world. Organisational values include: *financial growth, teamwork, productivity and strategic alliances.*

Societal values reflect how you or your organisation relates to society. Societal values include: *future generations, environmental awareness, ecology and sustainability.*

Source: <https://www.valuescentre.com/mapping-values/values/why-values-are-important>

List 250 Values to choose from:

Acceptance	Clever	Dependability
Accomplishment	Comfort	Determination
Accountability	Commitment	Development
Accuracy	Common sense	Devotion
Achievement	Communication	Dignity
Adaptability	Community	Discipline
Alertness	Compassion	Discovery
Altruism	Competence	Drive
Ambition	Concentration	Effectiveness
Amusement	Confidence	Efficiency
Assertiveness	Connection	Empathy
Attentive	Consciousness	Empower
Awareness	Consistency	Endurance
Balance	Contentment	Energy
Beauty	Contribution	Enjoyment
Boldness	Control	Enthusiasm
Bravery	Conviction	Equality
Brilliance	Cooperation	Ethical
Calm	Courage	Excellence
Candor	Courtesy	Experience
Capable	Creation	Exploration
Careful	Creativity	Expressive
Certainty	Credibility	Fairness
Challenge	Curiosity	Family
Charity	Decisive	Famous
Cleanliness	Decisiveness	Fearless
Clear	Dedication	Feelings

Ferocious
Fidelity
Focus
Foresight
Fortitude
Freedom
Friendship
Fun
Generosity
Genius
Giving
Goodness
Grace
Gratitude
Greatness
Growth
Happiness
Hard work
Harmony
Health
Honesty
Honor
Hope
Humility
Imagination
Improvement
Independence
Individuality
Innovation
Inquisitive
Insightful
Inspiring
Integrity
Intelligence
Intensity
Intuitive
Irreverent
Joy
Justice
Kindness
Knowledge
Lawful
Leadership
Learning
Liberty
Logic
Love

Loyalty
Mastery
Maturity
Meaning
Moderation
Motivation
Openness
Optimism
Order
Organization
Originality
Passion
Patience
Peace
Performance
Persistence
Playfulness
Poise
Potential
Power
Present
Productivity
Professionalism
Prosperity
Purpose
Quality
Realistic
Reason
Recognition
Recreation
Reflective
Respect
Responsibility
Restraint
Results-oriented
Reverence
Rigor
Risk
Satisfaction
Security
Self-reliance
Selfless
Sensitivity
Serenity
Service
Sharing
Significance

Silence
Simplicity
Sincerity
Skill
Skillfulness
Smart
Solitude
Spirit
Spirituality
Spontaneous
Stability
Status
Stewardship
Strength
Structure
Success
Support
Surprise
Sustainability
Talent
Teamwork
Temperance
Thankful
Thorough
Thoughtful
Timeliness
Tolerance
Toughness
Traditional
Tranquility
Transparency
Trust
Trustworthy
Truth
Understanding
Uniqueness
Unity
Valor
Victory
Vigor
Vision
Vitality
Wealth
Welcoming
Winning
Wisdom
Wonder