
Values Determine Decisions

Define & Rate Your Life Values

My number 1 value. Freedom. My life clearly reflects that.

This exercise helps you determine your “WHY” which motivates you to take the correct action toward your goals and stay true to yourself, so please take this seriously.

Write down your answers. You’ll need them later.

Your brain evaluates (literally the action of determining values) every situation before it takes action. Values are emotions that we want to experience MORE of. You have to realize that you are responsible for your actions based on your desires, and thus, your life as we know it now. You should be pulled naturally towards your goals because of this. If you have to force yourself, you’re having a clash of values.

Whatever is important to you in your life, whether you’re conscious of it or not, then you’ll make decisions based on that. If you value security, you won’t want to start your own business. If you value health over success, you won’t want to compete in bodybuilding to the extreme, etc.

Note the difference between a “means” value and an “end” value.

Things like family, money, or relationships are “means to and end” values.

If you chose family, then your end value is either closeness, connection, happiness, etc. If it’s money, the end value would be security, freedom, or success. You want to think of the EMOTION behind any tangible thing or concept.

So, here we go...

Step 1: Determine your current values

1.To determine your CURRENT values, ask yourself this one question:

WHAT HAS BEEN MOST IMPORTANT TO ME THUS FAR IN LIFE?

Just write down the first thing that comes to mind. Remember, it’s an emotion that you desire to feel more of - that dictate the majority of your life decisions. Don’t overthink it. (See list of values on the back page if need be.)

2.Then, ask yourself this: **WHAT ELSE HAS BEEN IMPORTANT IN MY LIFE?**

Write it down again. Repeat this until you have 7-15 answers.

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3. Now think about some recent situations where you had to make decisions, or got in an argument, or look around you. These should explain and tell you why you have the life you have right now.

Step 2: Rate your current values

Hierarchy of these answers determine your actions. Everything else is filtering through that.

1. **Rate your answers.** Even though you already have your #1, #2, you still want to compare them to one another just to make sure. Go through your entire list and ask yourself, “which one is more important? Ok... now is the one I picked as more important actually more important than this other one too?”
2. **You need to understand the hierarchy, otherwise, there will be conflicts and you don't know “what to do” or you will have trouble deciding.**

For example, if you value success over happiness, there's conflict. This means you'll never feel happy UNLESS you feel successful. And this is how so many people operate. If you value fitness above health, then you're going to take drugs and feel like shit on a bodybuilding stage. That's FINE. But ask yourself... which one would make you live the life you want to lead?

If you want to create a successful business, you need to start caring more about others, and not just about your own success or the money. That's why they always say “if it's only about the money... you'll never succeed.”

If you are christian or religious, but you cheat on your partner all the time, swear a lot, etc.... Then, deep down... you value freedom over fidelity, or adventure/boldness/individuality over structure or faith.

There is no right or wrong to these answers. This is to help you figure out the life you want to live. Don't feel shame, embarrassment, conceit, etc. Just rate them.

Step 3: What do my values NEED TO BECOME if I want a different life from different decisions?

Achieving your goals shouldn't feel like two steps forward, three steps back. You shouldn't wonder why you feel like you're self-sabotaging yourself all the time. It shouldn't require FORCE. Force means there's deeper conflict.

1. You are now going to make a new list. **Envision what you want your life to be like.** Create an avatar of a person in your mind - your future self - and admire (**red man / blue man exercise.**) his characteristics, personality traits, habits, life inside and outside of work, and his values.
2. Repeat Step 1 and come up with 7 - 15. If they are similar to what you wrote for your previous answers, then you're actually a lot closer to your goal than you think. If they are different, that's ok too. Don't stress out. **This is a step in the right direction because now you KNOW which direction you need to head in.**

Step 4: Determine the new hierarchy

1. Repeat Step 2 again. Think of your future self. What do his values need to be in order to reach her goals and maintain them? How do

Step 5: Make a game plan

1. This is when you will figure out the daily tasks you need to execute in order to create habits that will allow you to achieve your goals and BECOME the person you envisioned.

Strategies & Tips

- a. If you have trouble envisioning your future avatar... model it after the life of someone else that you want to live like... not just LOOK like. If you pick a movie star, or someone on Instagram, just remember that their life may not be how it appears.

- b. Write these values out, and put them somewhere you can see them. Bathroom mirror, phone background, on your wall, on your car dashboard, on your laptop or desk at work, etc.
- c. Remember if you say you don't have time for ____, it comes down to values. You just don't value it enough. This is why we've been trying to drive home the "WHY" factor.
- d. Don't tell yourself you want to be fit to be happy... or successful to be happy... what if you were happy FIRST, and that led to more success and less burn-out? Happiness is rewarding in our brain, it's a "reward" because it's pleasurable... and things that are rewarding are more sustainable.
- e. If you have to keep telling yourself over and over to "enjoy the process," then chances are that you don't actually enjoy the process. So this means you are having a clash of values.
- f. When you make decisions based on values, this lets you live the life you want, and you'll get there without misery.
- g. You need to align values so you are being pulled towards your goals... don't drag yourself towards them. Let your values pull you there. Remember this vision always changes, and you need to update your values with this too. Re-do this exercise once a year.

This exercise is hard, but this is also your life.

Take it seriously if you want to seriously improve it.

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Example values include but are not limited to:

Security

Intelligence

Independence

Success

Health

Prosperity

Achievement

Creativity

Freedom of choice



Fun	Connection	Conviction
Perfection	Comfort	Leadership
Simplicity	Benevolence	
Leisure	Balance	
Happiness	Attractiveness	
Order	Community	
Adventure	Charity	
Consistency	Challenge	
Growth	Cleverness	
Wisdom	Ambition	
Openness	Mindfulness	
Meaningful work	Joy	
Love	Reliability	
Strength	Intuition	
Confidence	Zeal	
Stimulus	Flexibility	
Physical fitness	Stability	
Appearance	Originality	
Energy	Risk taking	
Gratitude	Power	
Passion	Control	
Abundance	Safety	
Faith or spiritual guidance	Professionalism	
Being my best	Mindfulness	
Being a leader	Innovation	
Contribution	Fidelity	
Closeness	Fortitude	