

The values are the beliefs that define what is most important to you. Your personal life values influence your behaviour, your choices and your emotions, habits, lifestyle and social experiences. Your values are your motivators and give you purpose and meaning for getting up in the morning.

Value exploration and clarification can help you to identify and increase your awareness of what motivates and drives you in life. On top of that, being more conscious of your values can enlighten you about your possibilities and dilemmas, that can help you prioritise according to what is most important to you in life. Example, if you value family, you will typically spend more time with your family.

Values serve as standards or criteria for people and help guide the selection or evaluation of an action. People act upon and decide what is positive or negative and worth doing or avoiding, based on possible consequences for the value that they cherish.

The theory of basic personal values by Schwartz, S. H. (1992, 2006), which identifies ten broad values that people in all cultures recognise, states that values are crucial for explaining social and personal change.

Values and beliefs are linked inextricably to affect, so when values are activated, they become infused with feeling. People for whom independence is an important value become aroused if their independence is threatened, despair when they are helpless to protect it, and happy when they can enjoy it.

Values refer to desirable goals that motivate actions. People, for whom social order, justice, and helpfulness are important values, are motivated to pursue these goals. Some values conflict with one another (benevolence and power), and other values are more compatible (conformity and security). Keep in mind that people are still able to follow opposing values through acting differently in different settings or at different times.

### **The Ten Values in broad terms express:**

- 1) Power: social status and prestige, control or dominance over people and resources.
- 2) Achievement: personal success by demonstrating competence according to social standards.
- 3) Hedonism: pleasure or sensuous gratification for oneself.
- 4) Benevolence: preserving and enhancing the welfare of those with whom one is in frequent personal contact (the 'in-group').
- 5) Stimulation: excitement, novelty, and challenge in life.
- 6) Self-direction: independent thoughts and action choosing, creating, exploring. Derives from the organismic need for control and mastery, and interactional requirements of autonomy and independence.
- 7) Universalism: understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.
- 8) Tradition: respect, commitment, and acceptance of the customs and ideas that one's culture or religion provides.
- 9) Conformity: restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.
- 10) Security: safety, harmony, and stability of society, of relationships, and of self. Security values are derived from basic individual and group requirements.

## Inspirational list of values

Table 1. Support Information: List of values created by L2W, inspired by the theory of Basic Human Values. Schwartz, S. H. (1992, 2006) "An Overview of the Schwartz Theory of Basic Values"

Value	Explanatory guide
Achievement	It is important to accept new challenges and work hard to improve
Ambition	Valuing hard and continuing work, with aspirations
Beauty	Valuing the beauty of nature and the arts
Creativity	Get new ideas or create new things are of great importance
Education	Valuing the transfer of knowledge in the different areas of life
Equality	Equal opportunities for all
Evolution	Valuation of scientific and technological evolution
Family	Valuing family priority throughout life
Freedom	Freedom of action and thought
Generosity	Valuation of free actions for the benefit of others
Health	Value to be healthy and physically active
Helping others	Be helpful and dedicated; Care about the well-being of others
Humility	It is important to be humble and modest about what ones does
Independence	It is important to make your own decisions and do things your way. Valorisation of self-sufficiency and autonomy
Inner Peace	In peace with oneself
Leisure	Valuing of personal rest and personal activities
Life	Valuing the right to life, above all else
Love	Deep emotional and spiritual intimacy
Loyalty	It is important to follow the traditions and expectations of your family or group. Faithful to friends and groups
Money (economic prosperity)/ fortune	It is important to be successful in making money
Nature (worry about environment)	It is important to protect and preserve the environment

Openness	Tolerance towards different ideas and beliefs
Peace	Value a world free of war and conflict
Pleasure	Wish fulfilment, enjoyment
Positivity	Positive posture with the self, with others and with life events
Privacy	It is important to have some time or place just for you
Responsibility	It is important to be considered honest and trustworthy
Self-discipline	Self-control
Sense of belongingness	It is important to be accepted by others and feel like part of the group. The feeling of belonging and being accepted
Social justice	Concern for the correction of injustices, with the help of vulnerable people
Social order	Valuation of social regulation
Social power	Control over others or domains
Spirituality	To have spiritual beliefs and believe that people are part of something higher than oneself
Success	Achieve important goals
True	To be genuine and true
Wisdom	Mature understanding of life
Work	Importance of work, throughout life