



**Confidently different coaching and training**

**Beliefs are principles accepted as true or real without proof.**

**Values are ideas that are deeply held, personal, deemed important and guide our behaviour.**

Values and beliefs are what shape our goals and give meaning to our efforts to improve and achieve. They help us understand what is motivating our search to do better. Gaining an understanding of values and beliefs is important because it is by aligning our goals to what we value and believe – that we greatly increase the likelihood of achieving those goals.

Values make you feel something. Beliefs make you think something. Values are unconscious. Beliefs are conscious. Values are what is important to you. Beliefs form the way you fundamentally view life. Values are our motivators. Beliefs give us the rules we live by. Both are interlinked.

To help you in working out your key values select from the list below those values you feel are most important to you and also add any that are not included in this list. After you have chosen your values put them in order of importance.

achievement	art	adventure	awareness
balance	challenge	community	connection
co-operation	creativity	democracy	effectiveness
equality	freedom	health	helping others
honesty	independence	integrity	family
friendship	growth	knowledge	learning
love	loyalty	money	nature
openness	order	patience	pleasure
power	recognition	relationships	religion

responsibility	respect	reward	risk taking
security	self-fulfilment	self-respect	serenity
spirituality	spontaneity	stability	status
success	trust	truth	understanding

- a. Now narrow down your list to the 10 most importance.
- b. Create a list of 5 values which clash with your natural choices.
- c. Then narrow down your most important list to 5.
- d. Now decide 3 out of these – they are your core values.