



Values vs. Social Needs

Values - Strongly held structures that make us feel happy and secure in our relationships, home life, and work. Our values may conflict with those we live and work with.

A value is more durable than a need. To be happy, we must live in alignment with our values. *Coaching often reveals a conflict in values or something important that has been given up that now causes resentment or regret.*

Some values hold more weight than others, and values can change in priority over time. Events and age change our perspective on what we hold most dear.

Because of life and family circumstances, honoring some values may need to be delayed. Can the person create a vision of the future that honors their values? What can they do today to be at peace, knowing they can align with their values in the future?

The desired outcomes of a coaching session should reflect something your clients value, such as having more love, peace, adventure, freedom, achievement, balance, or success. Once your clients articulate what they want as a coaching outcome, explore why the outcome is important to them, especially now. To feel satisfied and happy, what they want should support a life value now or in a defined future.

The downside of values is their rigidity. When clients can't accept other people's or an organization's values, they hold on tightly to what they believe is right and resist seeing another way forward. They won't compromise. They want to convince others their values are wrong. You can reflect this position in your coaching. They have to decide what to do with the impasse.

Common life values include:

Achievement: Successful completion of visible tasks and projects

Advancement: Getting ahead, aspiring to higher levels

Adventure: Challenge, risk-taking, testing limits

Aesthetics: Desire for beautiful surroundings, artistic expression

Challenge: Testing physical or mental limits

Community: Neighbors or coworkers who are familiar, friendly, and helpful

Competence: Being good at what you do, capable, effective

Creativity: Finding new ways to do things, composing, discovering

Environment: Respecting the earth and living in safe, comfortable spaces

Fairness: Respecting everyone's rights

Family: Taking care of and spending time with relatives

Freedom: Ability to make one's own decisions and choices

Friendship: Close companionship, ongoing and supportive relationships

Health: Maintaining and enhancing physical well-being

Helping: Taking care of others, assisting others to flourish

Honesty: Being sincere and truthful, keeping promises

Humor: Fun, lightness, spontaneity

Independence: Self-reliance, autonomy

Inner harmony: Freedom from inner conflict, feeling integrated or whole
Integrity: Acting in line with beliefs, doing what you said you would
Intellect: Learning about and discussing an area of knowledge
Intimacy: Deep connection with others
Peace: Harmony among people and groups
Perseverance: Pushing through to the end, completing tasks and goals
Personal growth: Continual learning and personal development
Pleasure: Personal satisfaction, enjoyment, delight
Position: Being highly regarded in one's social group
Power: Having the authority or ability to direct events or make things happen
Prosperity: Flourishing, being well-off, easily obtaining desires
Religion: Deep connection with one's faith
Security: Freedom from worry, safety from threats
Spirituality: Belief in the divine and an unseen nonhuman power
Stability: Certainty, predictability
Teamwork: Cooperating with others toward a common goal
Tradition: Respecting the way things have been done in the past
Winning: Success when competing, coming out on top

A conflict of values often shows up in coaching. When others think your client should do or not do something, or the client has conflicting desires such as achievement and balance, priorities and compromises must be explored. They can't give up feeling satisfied for too long. The loss could impact their health as well as their outlook.

EXERCISE:

Circle your top five life values –

What do you need to feel happy, content, and in alignment? What makes you feel off balance when you can't live in accordance with this value?

Share your values with someone. Determine how you can ensure your values are integrated into your life.

