

Developing a Values Profile

By Jo Sherring

Important – Read before use

The following values tool is free to be used by individuals for personal use, education or as a discussion tool. However the resource must not be changed, distributed or used for commercial purposes. If you wish to share the resource please share the web link so that authorship of the resource is acknowledged and people have access to the other information relevant to values and motivation. This resource has been developed by Jo Sherring of The Maya Academy and is based on the research of Shalom Schwartz and colleagues on basic individual values. Each “card” has been related to a values concept as defined by Schwartz and colleagues, and the values colour wheel has been based on research of Schwartz and colleagues on how values relate and conflict with each other.

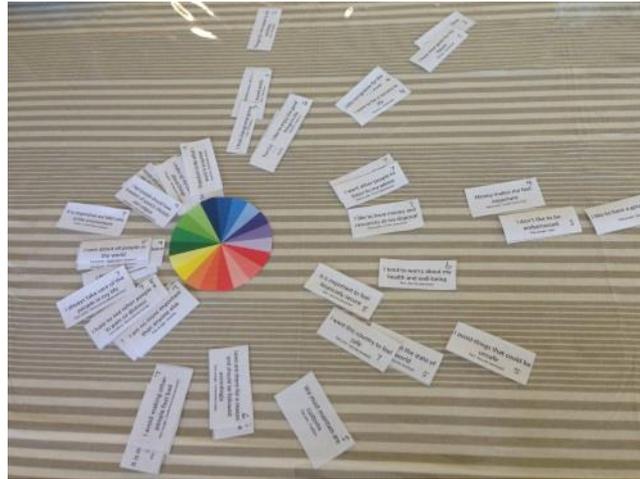
Reference:

Schwartz, S.H., Cieciuch, J., Vecchione, M., Davidov, E., Fischer, R., Beierlein, C., Ramos, A., Verkasalo, M., Lonqvist, J., Demirutku, K., Dirilen-Gumus, O. & Konty M. (2012). Refining the theory of basic individual values. *Journal of Personality and Social Psychology*, 103(4), 663-688.

This tool is designed purely for the purposes of individual use or discussion. It is not designed as an assessment tool and should not be used as such. It is designed to help people understand their values more and as such understand their motivation more. If you require a validated assessment please see the above article which outlines several validated assessment options.

Instructions for use:

1. Print out the following pages and cut out each box to make small “cards”. Also cut out the colour wheel on the last page (keep the colour code handy).
2. Go through each “statement” card and give them a rating out of 10 for importance (10 =most important, 1= least important), writing the allocated number on the card. At this stage ignore the small print on each card.
3. The values that have a high rating (such as 8 or above) are likely to be your “deep personal values” and sit more towards the core of who you are and how you define yourself. They are likely to be your strongest motivational forces.
4. Take the colour wheel on the last page and place it in the centre of your surface.
5. Match the statement cards (use the colour codes and small print) to the colour wheel.
6. Place each statement depending on the rating. For high numbers place it closer to the wheel. For low numbers place it further away. See the photo...



This is a picture of my completed values profile – see how there is a clear bias towards one side of the wheel. This shows my strongest “motivational pull” towards the items close to the wheel.

7. You have just created a “values profile” – the picture of your motivational forces from values. This is how your value “layers” look. The things close to the wheel will be your stronger motivational forces, as they sit in a deeper “layer”. The items further away from the wheel may still be important to you, but have less “motivational pull”.
8. The values sitting on opposite sides of the wheel are likely to conflict. This means you will find a “push and pull” between values. What is likely to happen is the value with the higher rating (closer to the colour wheel) will have a stronger pull and is likely to win out. However you may find the value on the other side of the wheel often pulls against it.
9. When you want to make a change, do you find there is something else you value more highly that conflicts with it? Something sitting on the other side of the value wheel?
10. Schwartz and colleagues also stated through their research that values sitting close to each other on this wheel are likely to support each other. That is probably why on my values profile, one side is obviously more important than the other.

<p>I enjoy trying new things</p> <p>Blue - Stimulation</p>	<p>I like excitement</p> <p>Blue - Stimulation</p>
<p>I get bored easily</p> <p>Blue - Stimulation</p>	<p>I find change energising</p> <p>Blue - Stimulation</p>
<p>I am very competitive</p> <p>Pale blue - Achievement</p>	<p>I like recognition for the things I've done</p> <p>Pale blue - Achievement</p>
<p>I have clear goals for my future</p> <p>Pale blue - achievement</p>	<p>I want to be a success in life</p> <p>Pale blue - Achievement</p>
<p>I don't like to be embarrassed</p> <p>Pale purple - Face</p>	<p>I like to have a good image</p> <p>Pale purple - Face</p>
<p>I am concerned about the state of the world</p> <p>Dark pink - Security (societal)</p>	<p>I want this country to feel safe</p> <p>Dark pink - Security (societal)</p>
<p>It is important to feel financially secure</p> <p>Red - Security (personal)</p>	<p>I avoid things that could be unsafe</p> <p>Red - Security (personal)</p>

<p>I worry about my safety Red - Security (personal)</p>	<p>I like to enjoy the good things in life Mid blue – Hedonism</p>
<p>It is important for me to be happy and enjoy life Mid blue - Hedonism</p>	<p>Fun is important Mid blue - Hedonism</p>
<p>My family and friends are important Dark yellow - Benevolence (caring)</p>	<p>I always take care of the people in my life Pale yellow - Benevolence (dependability)</p>
<p>I try to do nice things for people I care about Dark yellow - Benevolence (caring)</p>	<p>It is good to be kind Dark yellow - Benevolence (Caring)</p>
<p>I like to be reliable Pale yellow - Benevolence (dependability)</p>	<p>I care about all people in the world Dark green - Universalism (concern)</p>
<p>We need justice and peace for all people Dark green - Universalism (concern)</p>	<p>We should protect the vulnerable people of the world Dark green - Universalism (concern)</p>
<p>We must take care of the environment Green - Universalism (nature)</p>	<p>I feel all people should have freedom of speech, lifestyle and religion Mid green - Universalism (tolerance)</p>

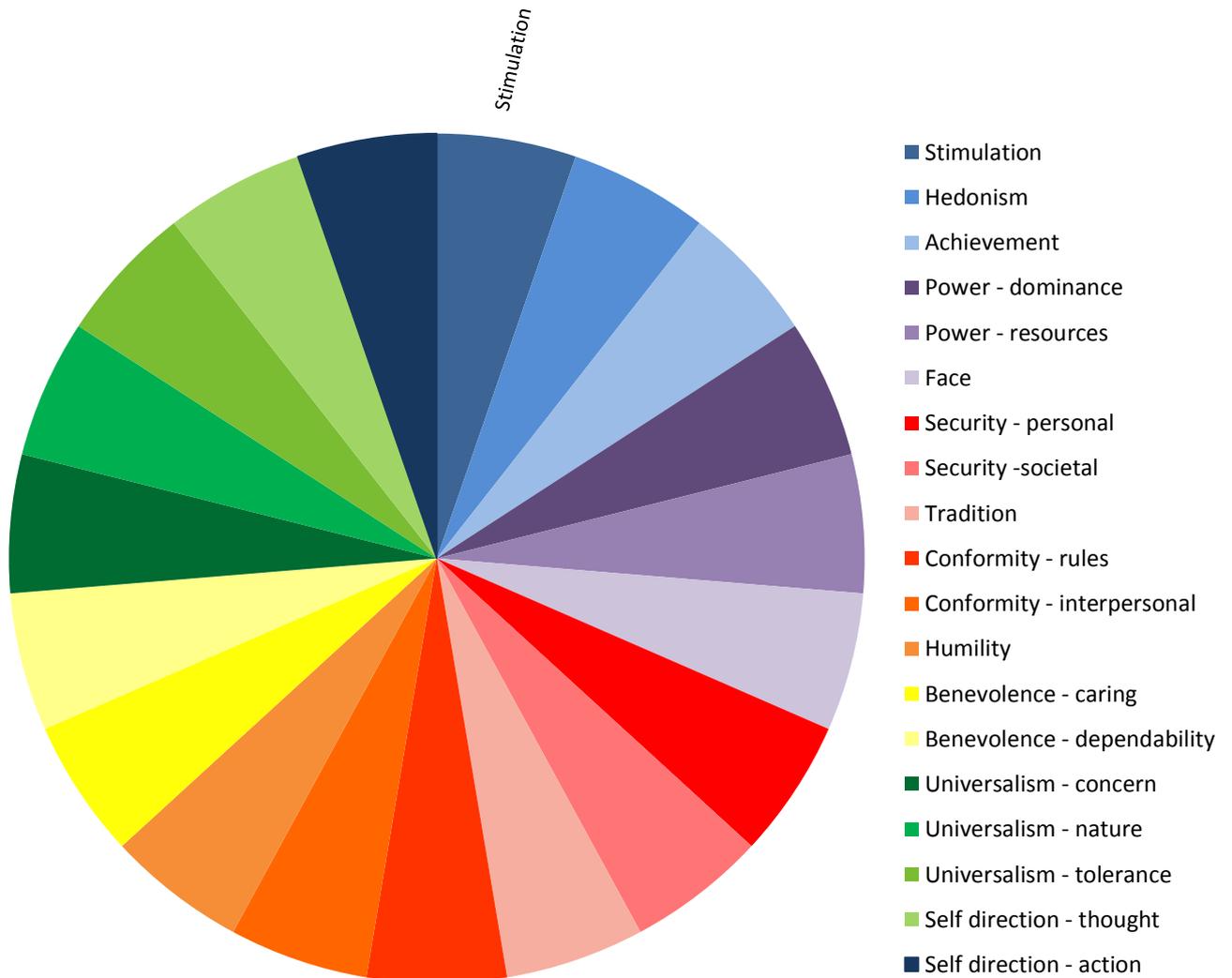
<p>I like things to stay the same. Pale pink - Tradition</p>	<p>We must maintain are customs and traditions Pale pink – Tradition</p>
<p>It is important to maintain social standards Mid orange - Conformity (interpersonal)</p>	<p>I would never break the rules Dark orange – Conformity (rules)</p>
<p>I avoid making other people feel bad Mid orange - Conformity (interpersonal)</p>	<p>Laws are there for a reason and should be followed accordingly Dark orange - Conformity (rules)</p>
<p>I am a small part of a big universe Pale orange - Humility</p>	<p>I am no more important than anyone else Pale orange – Humility</p>
<p>It is important to be able to come up with new ideas Pale green - Self direction (thought)</p>	<p>I don't like to be told what to do Navy blue - Self direction (action)</p>
<p>I make up my own mind about things Pale green - Self direction (thought)</p>	<p>Freedom to do what I want is essential Navy blue - Self direction (action)</p>

<p style="text-align: center;">I like to be in charge Dark purple – Power (dominance)</p>	<p style="text-align: center;">I want other people to listen to my advice Dark purple - Power (dominance)</p>
<p style="text-align: center;">I want to be wealthy Mid purple - Power (resources)</p>	<p style="text-align: center;">I like to own expensive things Mid purple - Power (resources)</p>

Explanation of value terms:

- Stimulation – this is about the desire for excitement , challenge and new or interesting experiences.
- Hedonism – is about pleasure and enjoyment.
- Achievement – is about success or progress with socially valued goals.
- Power (dominance) – is about being able to control or influence others.
- Power (resources) – the ability to have power through wealth and ownership.
- Face – image, status or social standing.
- Security (personal) – personal safety and health.
- Security (social) – feeling safe in the environment and nation that one lives.
- Tradition – importance of customs and religion of one’s culture.
- Conformity (rules) – maintaining laws, regulations or requirements.
- Conformity (interpersonal) – maintaining social expectations and behaviours
- Humility – seeing yourself as a small part of a much bigger picture.
- Benevolence (caring) – loving and caring for those in your “group” (family, friends, colleagues, community)
- Benevolence (dependability) – being responsible and reliable for those in your group.
- Universalism (concern) – Being concerned for all people in the world, even those unknown to you.
- Universalism (nature) – being concerned for the environment and animals.
- Universalism (tolerance) – being tolerant and understanding of those who are different from oneself.
- Self-direction (thought) – being able to generate one’s own ideas and hold individual opinions.
- Self-direction (action) – freedom to do what one chooses.

Values conflict wheel: Push and pull of motivational forces



Based on the research, concepts and “circular motivation continuum” presented in:

Schwartz, S.H., Cieciuch, J., Vecchione, M., Davidov, E., Fischer, R., Beierlein, C., Ramos, A., Verkasalo, M., Lonqvist, J., Demirutku, K., Dirilen-Gummus, O. & Konty M. (2012). Refining the theory of basic individual values. *Journal of Personality and Social Psychology*, 103(4), 663-688.